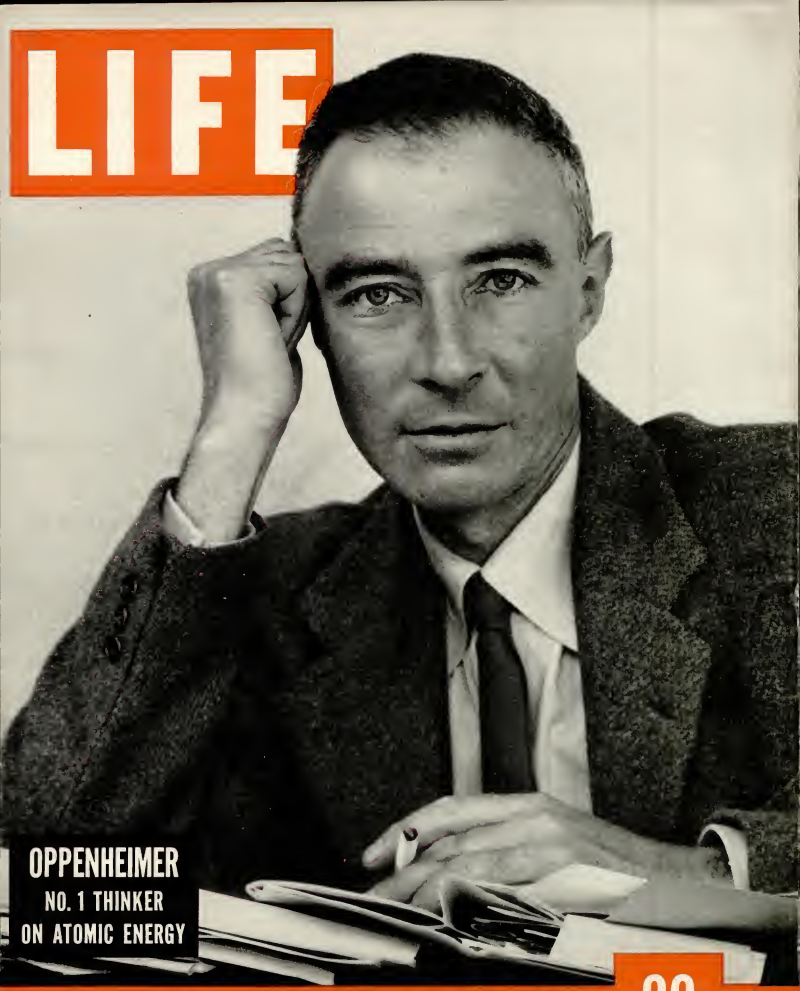
LIFE



OPPENHEIMER
NO. 1 THINKER
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OCTOBER 10, 1949 20 CENTS
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The happiest brides have *Community*



Good news! Now five patterns† in famous Community, the bride's beloved silverplate. Five patterns with Community's own weight, balance—solid silver "Overlay". Dinner services for eight start at $49.75. And, as your jeweler says . . .

If it's Community*. . . it's correct!

†(*Pattern not shown—*HILADY)

(*No Federal Tax*)

COMMUNITY . . . THE FINEST SILVERPLATE . . . ONEIDA LTD., ONEIDA, NEW YORK

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DENTAL RESEARCH SHOWS THAT IPANA FIGHTS TOOTH DECAY!



Scientific research based on daily dental examinations now proves that every time, *any* time you brush your teeth with Ipana, it helps fight tooth decay by effectively reducing acid-forming agents. *No other paste or powder is more effective for this purpose.* And Ipana helps remove sticky, bacteria-trapping deposits that invite decay.

DENTISTS SAY THAT IPANA CARE PROMOTES HEALTHIER GUMS!



In thousands of recent reports from all over the country, 8 out of 10 dentists say the Ipana way promotes healthier gums. *That's just as important as fighting decay,* for dentists warn that you can't have healthy teeth without healthy gums! Try this dentist-approved Ipana care—for healthier teeth and healthier gums *both.*

HERE'S THE DENTIST-APPROVED IPANA WAY—EASY AS 1, 2:



***The Ipana way** is doubly effective. **1.** *Between regular visits to your dentist,* brush all tooth surfaces with Ipana after every meal. (Ipana's special cleansing formula helps prevent decay—leaves teeth cleaner.) **2.** Then massage gums the way your dentist advises. (Ipana's unique formula also stimulates circulation—promotes healthier gums.)

FIGHT TOOTH DECAY AND GUARD YOUR GUMS BOTH!

Dentists warn you must do both to save your teeth. And new dental research proves you can help prevent tooth decay as you guard your gums—with doubly-effective Ipana care!*

Naturally, you know how important it is for you to help prevent tooth decay . . .

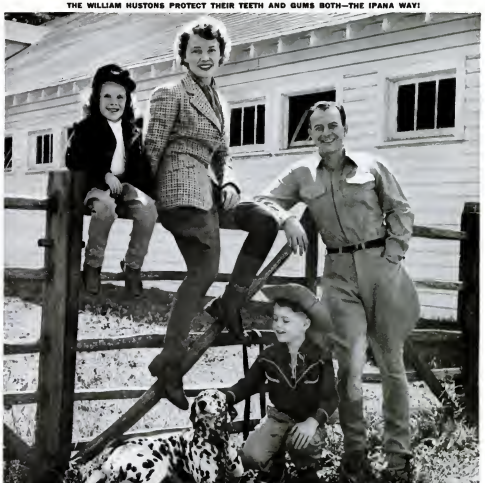
But you may not know that *gum troubles cause even more tooth losses than decay does!* And *whatever* your age—even if you're in your teens—*gum troubles can strike you almost without warning!*

Now you and your family can help prevent tooth decay and gum troubles BOTH*—with doubly-effective Ipana dental care.**

For new dental research now proves that Ipana's own special formula effectively reduces acid-forming agents—considered a major cause of tooth decay. *Ipana fully meets these standards for an anti-decay dentifrice.*

And just as important—Ipana is the *only* leading tooth paste specially designed *to stimulate gum circulation—promote healthier gums.*

THE WILLIAM HUSTONS PROTECT THEIR TEETH AND GUMS BOTH—THE IPANA WAY!



This Plainfield, N. J., family believes in *complete* dental care—and their attractive smiles show it! Mrs. Huston, a top photographers' model, knows that healthy teeth and healthy gums are *both* "musts" for a successful smile. So she makes sure that her whole family uses the Ipana way to fight decay and gum troubles, too! Give your *own* family all the benefits of this same doubly-effective dental care. Get a tube of Ipana Tooth Paste today!

HEALTHIER TEETH, HEALTHIER GUMS

IPANA for Both!



Products of Bristol-Myers



And refreshing Ipana leaves your breath cleaner, your mouth fresher, too!

P. S. For correct brushing use the DOUBLE DUTY Tooth Brush with the *twist* in the handle. 1000 dentists helped design it!

This One
E8UQ-C7L-GGWO

We're snowed under with "man" mail!



PAL HOLLOW GROUND INJECTOR BLADES

IN MAGAZINE DISPENSER

VASTLY BETTER . . . COST LESS!

FIT YOUR INJECTOR RAZOR PERFECTLY



JUST COMPARE!

20 for 59¢ (Trial Size)

10 for 39¢ • 6 for 25¢

Available wherever fine blades are sold—including drug, variety chain, tobacco and department stores.

USUAL BLADE — ground like a meatknife

PAL HOLLOW GROUND — ground like a master barber's razor

If you use an Injector Razor, see for yourself what the cheering's all about.

As blade specialists, we knew we had it — the finest blade ever made for Injector Razors! From all over the country, from those who sell 'em, as well as those who use 'em, unsolicited testimonials have poured in.

We say, "THANKS A MILLION."

If you're not satisfied with your present injector shaves, get a pack of Pals today. Money back if you're not 100% pleased.



. . . and for Double and Single Edge Users—

Try Improved

PAL HOLLOW GROUND BLADES

IN NEW PLASTIC *ZIPAK* DISPENSER

Same low prices **44 for 98¢**

21 for 49¢

10 for 25¢

4 blades for 10¢ (regular package)

Pal takes the "H" out of SHAVING ... and leaves you a SAVING!



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PAL HOLLOW GROUND BLADES ARE MADE IN PLATTSBURG, N.Y., MONTREAL, GLASGOW, BUENOS AIRES — AND SOLD ALL OVER THE WORLD



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One out of every 60 families in the United States shares in the ownership of the Bell System

There are 800,000 stockholders of the American Telephone and Telegraph Company. Their savings have helped provide the telephone system that serves you.

Most of them are small stockholders. 230,000 own five shares or less. The average holding is thirty shares. More than one-third have owned their shares for fifteen years or longer.

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They have built the best and most widespread system of communication in the world for you to use at low cost. It is from their savings, and the savings of many like them, that the money needed to improve and expand the service comes.

A fair and regular return on the money these stockholders have invested is an important factor in making possible the good telephone service you get today.

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High-Time for HY-LO!

THE *Aladdin* VACUUM BOTTLE

Every Hy-Lo is individually THERMO-TESTED to keep your beverage steaming-hot or frosty-cold for hours and hours. Built for use anytime, anywhere, Hy-Lo has the exclusive ● VIBRATION DAMPER, a unique saddle-support of spring-steel . . . ● 6-POINT INNER SHOCK ABSORBERS, twice the usual number of shock pads sealed within the double-walled vacuum glass and . . . ● pliable RUBBER-CUSHIONED SUSPENSION and ● CENTER FILLER TIP —the basic improvement in fillers to give you longer-lasting service.

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VACUUM BOTTLE

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LETTERS TO THE EDITORS

WAUGH AND U.S. CATHOLICS

Sirs:

You are doing your enormous audience a service by publishing Evelyn Waugh's article, "The American Epoch in the Catholic Church" (LIFE, Sept. 19).

Everything Mr. Waugh touches is distinguished by moral and artistic integrity, and in my opinion American magazine readers have never had the opportunity to study such a penetrating analysis, not only of American Catholics but of Americans in general, or to read such distinguished prose.

MARY FRANCES SCHMANDT
St. Louis, Mo.

Sirs:

I do not now recall any person who has written so extensively upon the Church in such a scholarly manner as Waugh, and who has carried so much fairness and goodwill at the same time. I salute him warmly. But he says that if the American Catholic were to choose between his faith and his country, he would select the former. I hope this is not true. It is ungenerous and untimely. Just now it is all too common for those who enjoy the bounty of America to desert her at will. . . .

JASON MCDOWELL
Independence, Ore.

● Waugh specified that a Catholic holds "*certain territories* that he can never surrender to the temporal power."—ED.

Sirs:

On one or two points Evelyn Waugh shows an ignorance of free religion which is at least as great as our own ignorance of Catholicism. For instance, he implies a fear that the U.S. government may at some time cease to extend the full religious liberty which, at the present time, is convenient to Rome. But he need not fear the attitude of Protestants; as long as they are true to their own religion, they will defend the rights of Catholics and all others to worship as they choose.

His historical perspective is extremely interesting. I wish that more Protestants could develop a corresponding appreciation of what our own faith has meant in history. In America, for the first time in history, the churches rose to power among the people by rejecting official support and recognition for themselves. They grew powerful by refusing power. In so doing, Protestants believe that their churches have followed the spirit and example of their Savior.

This is not quite the same as the faith in material progress which Waugh and many other Catholics identify with Protestantism. Our faith is in God. Perhaps the same God; we shall know later.

ARCHIE ROBERTSON
Washington, D.C.

● Mr. Robertson is author of "That Oldtime Religion" (LIFE, June 13).—ED.

Sirs:

. . . Americans regard religious training by virtue of its effect in developing moral citizens, not as an end unto itself. When one of our sects seeks to claim all authority to the disadvantage of the others this intolerance and arrogance is directly counter to the principles of our country.

EARL BINDHAMMER
Miami, Fla.

CONTINUED ON PAGE 7



DURKEE'S FAMOUS DRESSING

Not bland—not mild! But full of hearty-good flavor! That's Durkee's dressing and meat sauce—the perfect "sparker" for salads—the *best* companion for cold meats, fish, fowl.

Fish Sauce Supreme

Once you've tried Durkee's with fish you'll never be satisfied with ordinary tartar sauce. Mix Durkee's into seafood salads—or serve it "straight" with hot fish main dishes. *Delicious!*

COLD HAM

Try Durkee's Dressing with cold roast ham for a "second day" treat! However you serve it—in salads, sandwiches, or as a cold ham platter with *garnishes*—Durkee's will be the flavor-key that makes the difference!

FREE—Salad and Sandwich Recipe Booklets by Virginia Coates! Write to Durkee Famous Foods, Dept. LD 10-9 Elmhurst, L. I., N. Y.

SPARK YOUR MENUS! SPARE YOUR PURSE!



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dishes sparkle, quickly too...



hands stay soft, the winter through!

pure Chiffon is milder, gentler!

HANDS THAT CHOOSE CHIFFON for dishes are always soft and lovely. Yes, all year long! For no other soap is *kinder* to hands... actually helps protect against winter chapping. You see, Chiffon contains nothing to redden or roughen hands . . . nothing to rob them of their natural protective oils. Chiffon is mild, mild as only the purest soap can be. And those dishes! Just wait'll you see how Chiffon cleans them sparkling bright . . . in a jiffy!

YOUR WINTER WOOLENS SHOW that Chiffon gives them the gentlest care in the world. And here's the reason! Chiffon is so wonderfully safe for lovely washables, brilliant colors . . . for pure Chiffon washes thoroughly, carefully. That's because, unlike strong granulated soaps, Chiffon contains no harsh "filler" to weaken delicate fabrics. Yes—day in, day out, Chiffon protects your very loveliest things. So try Chiffon—a little goes a long, long way!



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No Purer Soap Was Ever Made

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Listen to STARS OVER HOLLYWOOD every Saturday over your CBS Station

How the Ford Overdrive accents the new FORD "FEEL"



*Overdrive and white side wall tires, optional at extra cost.

Take the wheel of a '49 Ford—that's the way, the only way to get that New Ford "Feel"!

The feel of comfort you get from Ford's famous "Mid Ship" Ride . . . the ride that's cushioned by Ford's new "Hydra-Coil" Springs in front, new "Para-Flex" Springs in the rear! (And remember, Ford gives you more hip and shoulder room than any other car in its field.)

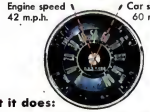
The feel of safety you get from Ford's 35% easier acting King-Size Brakes and the wonderful solidity of Ford's heavy-gauge steel "Lifeguard" Body!

The feel of power from the new Ford engines —either the 100 h.p. V-8 or 95 h.p. Six.

Yes, you'll agree that Ford has a new "feel" unlike that of any car you ever drove.

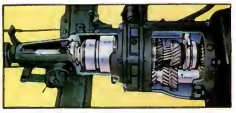
But wait—try the new Ford equipped with the Ford Overdrive*! Here's a new sensation that peaks up the Ford "Feel" in a way that you wouldn't believe possible!

Try the new Ford with Overdrive today—it accents the new Ford "Feel" while it saves your gas, saves your oil and saves your engine!*



What it does:

When engaged it provides an automatic fourth speed, or cruising gear ratio, which permits medium and high road speeds to be attained at greatly reduced engine speeds. You feel you're flying!



What it is: You'll call it a "tip-toe miracle." Engineers call it a "simple automatic planetary transmission, combined with the regular three-speed transmission as a single unit." But read what it does!



How it works: Let up on the gas pedal at any speed above 27 miles an hour and a miracle happens! You're in fourth gear for cruising! Engine speed drops 30% while the car speed remains unchanged! The Ford Overdrive* seems to give your car wings, it's so smooth, so quiet and so free of vibration!

And should you require a burst of extra power, simply press through on the accelerator and you return to conventional third gear. Just as simple as that!

There's a Ford in your future!

Awarded the Fashion Academy Gold Medal as the "Fashion Car of the Year"

Spray your perspiration worries away with

Stopette
SPRAY DEODORANT



No messy, sticky fingers when you apply Stopette Deodorant!

Invisible Stopette mist dries the instant you spray it on . . . stops odor at once . . . leaves no trace on skin or clothes.

You can't spill Stopette—it can't dry up—thanks to its airtight, unbreakable bottle. Economical, too . . . hundreds of sprays per bottle. Your favorite drug or cosmetic counter has Stopette . . . try it today!

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JULES MONTENIER, INC.
CHICAGO

LETTERS TO THE EDITORS

CONTINUED

Sirs:

Mr. Waugh's article will doubtless help to strengthen and perpetuate historical misconceptions for a few more centuries. Says Mr. Waugh, "Before the Year of Grace man lived in the mists, haunted by ancestral memories of a lost Eden. . . . The Incarnation restored order." I seriously question that men such as Plato and Socrates lived in the mists of fear and ignorance, or even divorced from the presence of God. Of course, any serious student of Judaeo-Christianity would dispute the assertion or intimation that real religion began with Jesus. I wonder if we couldn't possibly squeeze in a few prophets such as Amos (who had his own thoughts on sacrifice), Isaiah and Jeremiah. If they were unduly haunted by "ancestral memories of a lost Eden," we need a little more such haunting, for these men lived closely with God.

As for the statement, "the Incarnation restored order," I can only point to the sad history of the Church itself (including the Protestant churches), with its long record of oppression, inquisitions, holy (?) wars, etc.

JOHN E. BATES
Minister
Middletown Baptist Church
Middletown, N.J.

Sirs:

Waugh—Blah!

ED NOBLE JR.
Girard, Pa.

Sirs:

The most damning blot on the record of the Roman Catholic Church is that, because of its exclusive nature, it has never given aid to a democratic movement except in states where Roman Catholics were outnumbered. . . .

OTIS E. YOUNG JR.
Iowa City, Iowa

Sirs:

In regard to the credit Waugh says must be given to the Irish priests, as an American of Slavic descent I would like to know just where those priests would be if my people didn't support them. Not so long ago we read of how the Slovak faithful in Europe took up shovels, rakes, pitchforks, etc. to save their churches and protect their priests from their enemies. Yet Waugh states we might "have been lost to the faith."

WILLIAM KURETICH
Boonton, N.J.

Sirs:

Only a superficial Sassenach such as Evelyn (what a name for a man!) Waugh would characterize the Irish as "joyless" and "melancholy." . . .

SHANE MACDIARMID
Washington, D.C.

● Sassenach is a derogatory Gaelic word for Englishman.—ED.

Sirs:

My compliments to Convert Evelyn Waugh for the care he has taken to assure the world that an English Catholic is different from Irish Catholics. In the matter of the green carnation, he reveals that when an Irishman sees a flower he thinks of a saint, but when an Englishman sees the same green flower he thinks of a pervert. The Irish appreciate his pressing the distinction.

WM. J. DAMMARELL
Historian
Friendly Sons of St. Patrick
Cincinnati, Ohio

CONTINUED ON NEXT PAGE



"The easiest floor care ever!"

Bruce Floor Cleaner and the Bruce Deozit *clean* as you wax . . . standing up

Thousands of modern homemakers say Bruce is the most wonderful care for linoleum and wood floors they've ever used. *Easiest*, because there's no scrubbing. *Fastest*, because you clean as you wax, standing up. And *happiest*, because Bruce saves so much time, leaves you fresh to enjoy it.

Just compare the three quick, easy steps shown below with the methods you're now using to clean, then wax floors. Remember, Bruce gets floors cleaner, makes them brighter, and actually protects their lifetime of beauty. You'll agree, Bruce is "the easiest floor care ever!"



1 Just pour a small amount of wax-rich Bruce Floor Cleaner on the wood or linoleum. Then slide the Deozit back and forth to loosen the dirt and erase spots and marks.

2 Use a soft cloth or paper towel under the Deozit to wipe up the dirt and cleaner. Floor is quickly and thoroughly cleaned, ready for immediate polishing.

3 Replace the moist Deozit Pad with a clean, dry one; then polish. The rich wax film left by Bruce Floor Cleaner polishes quickly and easily to a sparkling natural lustre.

Guaranteed by Good Housekeeping

Bruce Floor Cleaner, 68c qt., $2.10 gal.
Bruce Deozit, $1.89. Extra pads, 19c ea.
Featured at better stores everywhere.



BRUCE floor products

E. L. Bruce Co., Memphis, Tenn. • World's Largest Maker of Hardwood Floors

Give it the "brush-off" ...before that date tonight!



WHY TAKE IT WITH YOU? This new Listerine Tooth Paste with Lusterfoam attacks tobacco yellow and off-color breath.

It may seem like such a *little* thing . . . so easy to neglect. But, Lady, take care!

That yellow film that you, yourself, may hardly be aware of . . . that heavy breath you may not even realize offends—they flash a warning, "Tobacco Mouth . . . Look Out"! Even closest friends can hardly be expected to ignore it!

So why risk lessening your attractiveness to others? If you smoke a lot, play safe and use the new Listerine Tooth Paste . . . especially before a date or any other social engagement.

There's a reason: Listerine Tooth Paste is made with Lusterfoam—a wonderful new-type cleansing ingredient that literally *foams* cleaning and polishing agents over tooth surfaces. It removes yellow tobacco stain, while it's still fresh . . . whisks away odor-producing bacteria and tobacco debris.

Why not get a tube of the *improved* Listerine Tooth Paste, and see for yourself what a thorough job it does on tooth surfaces and in between the teeth! Just feel that Lusterfoam go to work! Use it regularly and *know* they'll never say "Tobacco Mouth" about you! Lambert Pharmacal Co., St. Louis, Mo.

What about
TOOTH DECAY?

It's mainly up to you! If you will always brush your teeth right after eating, you will almost certainly help reduce decay in your teeth . . . no matter what dentifrice you use. We suggest you use Listerine Tooth Paste and

COMBAT DECAY THE *PLEASANT* WAY!



LETTERS TO THE EDITORS
—CONTINUED—

CAPRI

Sirs:

I must tell you how much I enjoyed your article on the Isle of Capri (LIFE, Sept. 19). I frankly think the people of Capri stole the idea of walking into the water with their clothes on while watching a shipmate of mine, namely one Sgt. Carl Schoenfeldt, during the war. Whether it was the charm of Capri or Italian *vino*, Carl would do a headstand at the drop of a hat, on land or below water, fully clothed. . . .

ELWOOD L. STALLER

Philadelphia, Pa.



ON LAND IN SEA

Sirs:

As a war-weary flier in search of the pagan life, I spent a memorable week on Capri, splashing delightedly in the cool waters of Marina Piccola; but unfortunately the hour of "frank lovemaking" and the "life of luxury for $3.50 a day" had not arrived, and even the backing of the U.S. Treasury did not prevent my complete bankruptcy.

I'm inclined to suspect that the international set is well sprinkled with retired natives and shopkeepers who made the grade during the war, and that Ulysses found it difficult to leave because he was broke and couldn't afford the boat back to Naples.

JIM KYLE
Ex-USAAF pilot

Bellflower, Calif.

OPENING OF SCHOOL

Sirs:

I would like to congratulate you on the very good coverage you made of the school situation (LIFE, Sept. 19). I am, like Miss Wickersham, on my first teaching assignment. I can vouch, from my own experience, that facing a class for the first time can be a "shattering experience."

W. W. WILLIAMSON

Shreveport, La.

Sirs:

Please, LIFE, will you waste no time in informing your readers that: 1) Inexperienced, college-educated Mary Anne Wickersham comes from the highest-paying school system in Michigan and among the highest in the U.S. —average for beginner in Michigan is $55 to $65 before taxes, retirement, professional dues, hospitalization, etc. 2) She receives $75 a week for only 40 weeks of the year. 3) She probably will expend much of her earnings during

CONTINUED ON PAGE 12

The whole world sleeps on a Beautyrest*
...or wants to!



Another quality product from the House of SIMMONS... *the greatest name in sleep*

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A NEW STAR IN STERLING...

The curtain slowly falls. Hushed for a breathless moment, the audience suddenly bursts into overwhelming applause... and a bright new star is born. That's how it was with Burgundy—introduced a few months ago, and already a brilliant leader in sterling silver patterns.

A new star? Yes. But its enchanting loveliness shows the craftsmanship that only years could develop. Who but Reed & Barton could achieve such deep and detailed beauty? Only the hands of the finest of silversmiths could fashion Burgundy... Burgundy with its old-world charm, yet fresh in conception... heavyweight solid silver, yet gracefully designed with infinite care and matchless artistry. You, we know, will want this exceptional pattern for your very own.

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Now Celebrating its 125th Year as One of the World's Leading Silversmiths.



The Burgundy Gown — an Original by Henri Bendel

$28.75 the six-piece place setting, tax included, at leading jewelry stores and silverware departments.

● Write for free folder on Burgundy. Or enclose 10c for helpful booklet "How to Be a Successful Hostess." Box 990, Dept. LF, Taunton, Mass.



To mothers . . .

who put their family's

health *first* —

Don't risk irritation

of sensitive areas

CHOOSE DELSEY...

the softer, safer toilet tissue
that's made like Cellucotton surgical dressings*

Mothers! Give your children and all your family the extra comfort and safety of Delsey. Constant daily irritation of sensitive membranes so often causes pain and distress. Delsey's greater softness gives real protection against the danger of irritation.

It's a pure white tissue, double-ply for extra strength. Contains no impurities which might be harmful to even the tenderest membranes. It is soft as only the makers of Kleenex Tissues can make it . . . and like Kleenex, it's made under strict sanitary control!

You can have Delsey's extra comfort and protection for only a few extra pennies a month. When you find how wonderfully different it is, we believe you'll want Delsey always.

7 rolls cost only one dollar.



2 for 29¢

Safer because it's softer - soft like Kleenex Tissues*

*T. M. REG. U. S. PAT. OFF.

You can't afford to waste tissues!

Only Kleenex serves you

One at a time

— saves tissues saves money!





New! Kleenex *Pocket Pack* Tissues

Meet the new Kleenex "baby"—Pocket Pack Tissues! The same soft, strong Kleenex Tissues (24 of 'em) in a *new tiny package* that snuggles in your purse or pocket—and serves you one at a time! Handy to carry—handy to use, in umpteen ways from sniffles to makeup repair. 5¢ each. Carton of 12 packs 55¢.

Only Kleenex*

—wonderful, soft Kleenex

gives you this money-saving pop-up feature

Why waste tissues—why fumble with a clumsy package—when with *Kleenex* tissues you can pull just *one at a time* (not a handful) and have the next pop up, ready for use! Only Kleenex has the Serv-A-Tissue box. Keep it in every room in your house, and see how many ways Kleenex can save you trouble—save you money. Soft! Strong! Pops up! So soothing to tender noses, during colds. So gentle to delicate complexions. You'll find it pays to insist on Kleenex—your best buy in tissues!

KLEENEX-your best buy in tissues

Soft! Strong! Pops up!

*T. M. REG. U. S. PAT. OFF.



the "Miniature" Kit's clever!

Something new in clever Tie Klips — these Miniatures. Patterned after familiar and useful tools, they're so smart you'll want a whole kit of them to wear with your favorite ties. Dashingly designed by SWANK in gleaming gold and silver finish. SWANK Miniatures, $2.50 each, plus Federal Tax.

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HAMMER
AXE
SPADE

Men prefer SWANK

SWANK—© Swank, Inc., Attleboro, Mass.



LETTERS TO THE EDITORS

CONTINUED

the other two months for continued education to keep her job. 4) She really does earn her $75 per week! 5) Few teachers are so lucky!

WAYNE L. SCHROEDER
Battle Creek, Mich.

Sirs:

May I insert a jumping bean in the public ear in connection with your assertion that a million new teachers will be required in the next 10 years?

Draft 'em, drat 'em!

Is it fair in a nation devoted to equal rights to draft men for military uses and not draft women in a field in which they are often useful, but not often enough?

Women helped get the war babies that are causing the educational glut: they should help educate them, if not voluntarily, then under duress.

C. B. LOOMIS
Manhattan Beach, Calif.

STATE JUSTICES

Sirs:

You erred in the caption placed above the photograph of the chief justice of Louisiana (LIFE, Sept. 19). The gentleman shown is the new chief justice, John Baptist Fournet.

PIERRE A. MOORE
New Orleans, La.

LABRADOR MISSION

Sirs:

In "Labrador Mission" (LIFE, Sept. 19) your photographer has caught the mood of the relentless struggle waged by man and beast against disease, poverty, climate and terrain in the northern part of Labrador.

CONTINUED ON PAGE 14

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the *big* car in the low-price field giving more riding-comfort, more road-steadiness and more safety.



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more outstanding than ever before with new *Dubl-Life* Rivetless brake linings that last up to *twice* as long.



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This Emblem Gives You the "Buy Sign" for *EXTRA VALUES* at no extra cost!

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Let the Chevrolet symbol guide you to the *extra values* that mean so much to your driving satisfaction. See how you can enjoy fine-car styling . . . fine-car performance, comfort and safety . . . *without* paying a big-car price. See how you get extra values right down the line in the lowest priced line of all. Then choose Chevrolet for the most beautiful buy of all.

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the widest rims in the low-price field—plus extra low-pressure tires—for greater stability and riding-comfort.



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with smooth, graceful curves and new interior richness—exclusive to Chevrolet among all low-priced cars.



CURVED WINDSHIELD with PANORAMIC VISIBILITY

supplying all that *extra vision* which means *extra safety in driving*—another Chevrolet "exclusive" in its field.



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with steel welded to steel above, below and all around you for the highest degree of solidity, quietness and safety



EXTRA ECONOMICAL TO OWN —OPERATE—MAINTAIN

and traditionally worth more when you trade; for Chevrolet is America's *most wanted motor car—new or used!*



The Styleline De Luxe 4-Door Sedan

PLANTERS in the springtime,
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Folks love PLANTERS
Anytime at all!



Virginia's finest—America's favorite peanuts, toasted and salted to crisp perfection.

This PLANTERS product is also made in Toronto, and sold everywhere in Canada.

PLANTERS is the word for PEANUTS

LETTERS TO THE EDITORS

CONTINUED

But there is danger that many of your readers might appraise the entire country by conditions found in the coastal areas north of Hamilton Inlet.

To make a detour into many of the bays and inlets is to discover another world—one of mountains, lakes and forestland, where the sky is more often blue than gray, where in the short growing season many varieties of vegetables can be produced, and wild berries and flowers often cover acres of countryside.

Some readers might well ask why those inhabiting the barren areas do not move elsewhere. Labrador has but two traditional industries—fishing and trapping. Those who live on the coast, outside the timberline, must gain their living from the sea. They are able to fish only during the short summer, while the rest of the year is taken up with a struggle to survive the winter. The more fortunate "haymen" work all winter at trapping and hunting and are able to put the soil to work for them during the summer months.

RICHARD PADDON

New York, N.Y.

EDITORIAL

Sirs:

Your editorial, "In Praise of Selfishness" (LIFE, Sept. 19) was tart as apple cider and true as gospel. It is a piece such as Mark Twain might have written.

GEORGE W. DIXON

Houston, Texas

Sirs:

First of all, let it be understood that I don't like you.

Yet each time that I decide to cancel my subscription you come up with a brilliant editorial, such as the one in your issue of Sept. 19. Then, fuming, I find myself reading your editorials aloud to groups of friends or urging other friends to subscribe immediately. And today I have called at least half a dozen friends to buy your issue of Sept. 19.

Why do you *do* these things to me?

TAYLOR CALDWELL

Eggertsville, N.Y.

● LIFE is glad that Novelist Caldwell (*Melissa, Let Love Come Last*) likes us even some of the time.—ED.

DALLAS EXPRESSWAY

Sirs:

No story about the fabulous Central Expressway in Dallas should be told without pointing out the sacrifices and hardships involved in creating a superhighway of this nature.

The Dallas city council, which approved Central, originally told the taxpayers it would cost the city less than $3 million. The city's share will more likely reach $15 million when the project is ultimately completed.

No one thoroughfare is worth the tribulations and hard feelings this de luxe street has caused. One of the ironicalangles is the fact that two independent suburban municipalities in which many of the aristocrats of Dallas live will reap most of the benefits.

RAY ZAUBER
Editor and Publisher
The Oak Cliff *Tribune*
Dallas, Texas

Address the Editors at 9 Rockefeller Plaza New York 20, N.Y.



DUE TO NEW "C-L PROCESS"*

No longer need you drink prune juice without having the slightest idea whether its laxativity is half as strong or twice as strong as the juice you had the day before.

Now—in Sunsweet Prune Juice *only*—every delicious glassful has the same laxative potency. Pure, delicious prune juice, still a 100% *natural* product!

SAME DELICIOUS FLAVOR!

SUNSWEET PRUNE JUICE



Guaranteed by Good Housekeeping

as prepared and distributed by the makers of
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*The laxative potency of Sunsweet Prune Juice is standardized by the "C-L Process," which was developed and is owned by the Duffy-Mott Company, Inc.



MME. SCHIAPARELLI, world-renowned Paris designer: "I have always sponsored the slender silhouette. This season it's slenderer than ever—and *you* must be too — and you *can* be with PLAYTEX."



ROBERT PIGUET, talk of the Paris season: "My skirts are not only shorter but slenderer, and my creations require a figure that can be revealed—a figure with the lines that only PLAYTEX gives."



PIERRE BALMAIN, brilliant originator of fashions: "I have been ever true to my slender line—but my 1950 silhouette is going to be my slenderest. And PLAYTEX is the best way to a slender figure."



COMTESSE DE POLIGNAC, head of the famous House of Lanvin: "My mother, Jeanne Lanvin, adapted slender styles to fit the figure. But today, I let PLAYTEX slim the figure to fit the style."

Slenderer-than-ever fashions of great Paris designers call for

INVISIBLE PLAYTEX® LIVING® GIRDLE



ACTION PHOTO SHOWS HOW PLAYTEX BECOMES A LIVING PART OF YOU, SLIMS AS INVISIBLY AS A SECOND SKIN

From the salons of Paris designers come these chic originals, inspirations for the slenderest fashions in many seasons.

Girdle-of-the-year for fashions-of-the-year is PLAYTEX—for, like no other girdle, PLAYTEX slims and trims the inches away, combining figure-moulding power with complete freedom of action.

PLAYTEX—made of tree-grown latex—is completely invisible under the sleekest clothes. Lives and breathes with you. Washes in ten seconds, pats dry with towel!

In slim, silvery tubes, PLAYTEX LIVING GIRDLES **and** PANTY GIRDLES **with garters. Blossom Pink, Gardenia White, Heavenly Blue. Extra small, small, medium and large $3.95**
PLAYTEX PANTY GIRDLE $3.50
Extra Large PLAYTEX GARTER GIRDLE . $4.95
Sensational PINK-ITE for extra coolness . . . $4.95

At all modern corset and notion departments and better specialty shops everywhere.



INTERNATIONAL LATEX CORPORATION
Playtex Park, Dover Del. ©1949



MARIANNE MOORE, whom many critics consider best living American poet, entered studio wearing matronly hat which she began taking off. Lynes pleaded with her to keep it on. Background was lit by ordinary light bulb behind subject.





W. H. AUDEN, the British-born poet, sat for half an hour before Photographer Lynes thought of trying this one. "A rather unusual shot," says the poet.

HENRY BERNSTEIN, French playwright and a famous duelist, has defended his honor 13 times. A notably well-dressed author, he once owned 147 pairs of trousers.

SPEAKING OF PICTURES

A high-fashion man portrays high-brows

George Platt Lynes is one of the best and busiest high-fashion photographers in the business, but sometimes he tires of photographing beautiful models in elegant surroundings. When he feels that way he gets some high-brow personage to come to his studio and pose. In this way over the past 20 years Lynes has built up a fine collection of pictures of literary people. Lynes poses his subjects with any props he can scrape up, often plunking an author down in a fashion setting (*above*) just for fun. Poet W. H. Auden's ash can (*above, right*) has no significance whatever; Lynes just happened to have it around.



BERTRAND RUSSELL, the celebrated British philosopher and mathematician, put up a fine smokescreen for this striking portrait by Lynes.



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even when you sit, stoop, bend



Every time you sit, stoop, or bend, your waistline expands 1½ to 3 inches. So — get into a Nemo Adjustable Waist! Its elastic Magic "V" self-adjusts to this inevitable spread, slimming you into "Visible Beauty, Invisible Comfort." Batiste, Nylon, satin. At all good stores. From $7.50.

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PEP
WHOLE WHEAT FLAKES
For Sunshine Vitamin D and Energy Vitamin B1
More tasty, more nourishing
Pour out Pep—a treat in whole wheat flakes. "Toasted well" to bring out flavor! Extras in every bowlful... Vitamin B1 to spark energy... plus your day's need of Sunshine Vitamin D. Get PEP in the Regular Size!
PEP — just one "flavorite" in Kellogg's grand VARIETY PACKAGE
Seven swell ways to say "Good morning!" Yes, the 10 generous boxes in Kellogg's VARIETY PACKAGE give 7 choices... in nourishing wheat, rice, corn, soya. All Kellogg-fresh. Delightfully crisp! So good your family eats a better breakfast without debate. Yes, VARIETY rounds up the favorites, is most popular because...
PEP WHOLE WHEAT
RICE KRISPIES
KRUMBLES
SHREDDED WHEAT
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VARIETY
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Choose the one you love the best! Kellogg's Corn Flakes, Pep, Rice Krispies, Bran Flakes, Shredded Wheat, Krumbles, Corn-Soya.
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Mother Knows Best!



She adds **FRIENDSHIP** *to the Flagships!*

The Flagship stewardess personifies the friendly service for which American Airlines, Inc. is known.

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While making countless friends for our airline, she has won for herself an enviable place in air transportation. American is justly proud of the tradition of service our stewardesses have established on the Flagships.

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Wembley Presents the

Silver Look

The new tie-fashion to go with shirts in muted metal-tones



Wear these magnificent Wembley creations with the latest metal-tone and white shirts—with your new suit shades of blue, gray or brown—and you achieve the smartest look—the Silver Look. And—whether you use the Windsor knot or conventional knot, these smooth-draping, easy-tying Wembleys give you the season's Top-Knot Fashion. $2

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Wembley Ties are available at better stores everywhere. If you do not see these patterns, write to Wembley, Inc., New Orleans 5, La. We will have your order filled by a retailer near you.

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A SMART NAME TO REMEMBER

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Roblee

SHOES FOR MEN

presenting

SAVOY FLARES

Here's the newest of the new shoes for fall—Roblee style, featuring the handsome new flare-edge sole.

Slip 'em on and see how well the Savoy Flare fits your idea of the way a shoe ought to fit you.

How to get Roblees: Call Western Union by number (Operator 25) for name of nearest Roblee dealer, or write Roblee Division, Brown Shoe Company, St. Louis.



Shoes illustrated, 12.95 and 14.95

Other Roblee styles, 8.95 to 14.95

(Some styles higher)



A Product of Brown Shoe Company

Roblee Jrs., styled like older fellows' shoes, 6.95 to 7.95

BEST PEN VALUE

for school, home, office



At leading chain, drug, stationery and department stores

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LIFE'S REPORTS



BOB BENCHLEY wound up his career as a successful movie actor.

LIFE WITH BENCHLEY

New collection proves he's as funny as ever

by ROBERT BENCHLEY

Robert Benchley, who died in 1945, was one of the funniest writers of his time—maybe the funniest. Recently Harper & Brothers published a new collection of his very essays—Chips Off the Old Benchley (*83; Copyright, 1949, by Gertrude D. Benchley*), *with drawings by Gluyas Williams. Here* LIFE *presents a sampling of the book proving that Benchley's writing is still fresh and funny.*

THE FIRST PIGEON OF SPRING

To the Bird Editor: I am a city boy, 44 years old, and living in 44th Street, but taking a 45-year-old suit. . . . . I thought that you might like to know that this morning I saw a pigeon right on my window sill. I do not know what the season for pigeons is, in the city, but I am sure that this was one of the first. The first today, anyway. There couldn't have been many ahead of it, because it was 5 o'clock in the morning when I saw it and it was just getting light. I had been out gathering mushrooms for breakfast and had just tumbled into bed, a little nervous after my experience.

I had just dozed off into a stupor when I heard what I thought was myself talking to myself. The mumbling increased, and what was more, seemed to be coming

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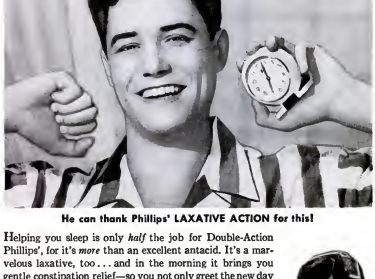
SLEEP restfully all night!



He can thank Phillips' ANTACID ACTION for this!

Next time you have trouble getting to sleep at night, remember that acid indigestion is often the cause of sleeplessness. This condition often accompanies constipation . . . and when it keeps you awake, the thing to do is take Phillips' Milk of Magnesia. For Phillips' is one of the fastest, most effective stomach acid neutralizers known. And it works with such astonishing speed that the acidity is eased away in just a matter of minutes . . . and soon you're deep in slumber.

Next morning-rise and shine!



He can thank Phillips' LAXATIVE ACTION for this!

Helping you sleep is only *half* the job for Double-Action Phillips', for it's *more* than an excellent antacid. It's a marvelous laxative, too . . . and in the morning it brings you gentle constipation relief—so you not only greet the new day feeling wonderfully rested, but refreshed and alert as well!

SO GENTLE FOR CHILDREN . . . SO THOROUGH FOR GROWNUPS

PHILLIPS'
MILK OF MAGNESIA
Liquid or Tablets



Liquid Phillips' is available in 75¢, 50¢ and 25¢ bottles. Phillips' Tablets in $1.00, 50¢ and 25¢ sizes.





SUNBATHER BENCHLEY often needed help after bout with sun.

from the window. First, I tried to make out what the matter was, without opening my eyes. (Everything being equal, I would much rather not open my eyes—ever.) But it was no go. I couldn't seem to get the right angle on the situation without taking at least one peek. This I did, and what do you think I saw? There was a big bull-pigeon walking about on the window ledge and giving me an occasional leer with its red eyes, all the while rumbling in a deep, bass voice and giving every indication of immediate attack. Quick as a wink I shut my eyes and lay still. There is no love wasted between pigeons and me, and I wanted to pass the matter off as quietly as possible.

I passed it off so quietly that I didn't get around to opening my eyes again until around noon, and by then the pigeon had given up trying to intimidate me and had flown, or waddled elsewhere to try his bullying tactics on some man of less stern stuff.

WHY I AM PALE

One of the reasons (in case you give a darn) for that unreasonable pallor of mine in midsummer is that I can seem to find no comfortable position in which to lie in the sun. After arranging myself in what I take, for the moment, to be a comfortable posture, with vast areas of my skin exposed to the actinic rays and my book in a shadow so that I do not blind myself, I find that my elbows are beginning to dig their way into the sand; that the small of my back is sinking in as far as my abdomen will allow, and that both knees are bending backward. So I roll over on my back, holding the book up in the air between my eyes and the sun. As soon as paralysis of the arms sets in, I drop the book on my chest, thinking that perhaps I may catch a little doze. But sun shining on closed eyelids (on *my* closed eyelids) soon induces large purple azaleas whirling against a yellow back-

CONTINUED ON PAGE 28



NO BONES ABOUT IT

Stays up without stays

You, too, can enjoy the thrill of a slim figure with a healthful, comfortable, "Perma-lift"* Girdle. Lightweight and thrillingly youthful, your "Perma-lift" Girdle stays up, yet hasn't a single bone or stay. The revolutionary cushion insert in the front panel does the trick. Guaranteed not to wrinkle, roll over or bind, yet it absolutely banishes the annoying discomfort that boning has always caused. Wash it again and again without loss of that wonderful "can't roll" feature. See your corsetiere today. Insist on a "Perma-lift" Girdle with stay up control—$5 to $10.00.

Add a lift to loveliness with a "Perma-lift" Bra—America's Favorite Bra with "The Lift that never lets you down."

"Perma-lift" and "Hickory" are trade marks of A. Stein & Company, Chicago 1ing. U. S. Pat. Off.



Bufferin

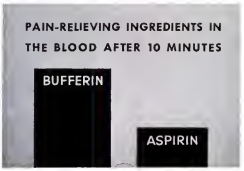
TRADE-MARK

Acts twice as fast as aspirin!

New product for fast pain relief doesn't disagree with you!



No tablet, powder or any other product that you take to relieve pain can *start relieving it* until it is absorbed into your bloodstream. For only then does it go to work to give you the relief you want.



Clinical studies prove that people who take Bufferin have *twice as much* pain-relieving ingredients in the *blood stream* after 10 minutes as those who take aspirin. Bufferin acts *twice as fast* to relieve pain!



Many people take an antacid when they take aspirin. With Bufferin this is *not* necessary because Bufferin *is* an antacid. Bufferin actually protects your stomach from aspirin irritation.



In a recent clinical test, 200 patients—*20 of whom had suffered gastric disturbances after taking aspirin*—were given identical doses of Bufferin. The astonishing results: Only *one* of the 200 had even mild distress!



Ask your doctor or dentist about the remarkable effectiveness of Bufferin. Get Bufferin from your druggist. In handy 12-tablet, pocket-size package—or economical 36- and 100-tablet packages for home use.



NOTE: BUFFERIN IS SCORED FOR EASY BREAKING WHEN HALF DOSES ARE INDICATED

BUFFERIN IS A BRISTOL-MYERS TRADE-MARK

IF YOU SUFFER PAIN FROM **ARTHRITIS** OR **RHEUMATISM,** ASK YOUR PHYSICIAN ABOUT **BUFFERIN**

"COMPLETE DINNER"
—all the vitamins, minerals, proteins and fats dogs need in

GRO-PUP
RIBBON



TREAT *your dog to the food that supplies every need for health and vitality. It's a "complete dinner" Gro-Pup! No matter what his age, size or breed, your dog needs no other food when you feed this crisp, tasty dinner.*

NATURALLY SAVORY because the proteins in Gro-Pup Ribbon come from beef, as well as from milk, fish and soya!

SAVINGS, TOO! Feeding Gro-Pup Ribbon to a family pet like the Cocker costs about 9¢ a day. You save up to 40% over most canned dog foods. Start your dog on Gro-Pup's tasty, nourishing "complete dinner" today.



BIGGEST BOX ON THE SHELF... ONLY RIBBON-TYPE DOG FOOD MADE... A SCIENTIFIC *Kellogg* PRODUCT

ground, and the sand at the back of my neck starts crawling. So it is a matter of perhaps a minute and a half before I am over on my stomach again with a grunt, this time with the sand in my lips.

There are several positions in which I may arrange my arms, all of them wrong. Under my head, to keep the sand or mattress out of my mouth; down straight at my sides, or stretched out like a cross; no matter which, they soon develop unmistakable symptoms of arthritis and have to be shifted, also with grunting. Lying on one hip, with one elbow supporting the head, is no better, as both joints soon start swelling and aching, with every indication of becoming infected, and often I have to be assisted to my feet from this position.

Once on my feet, I try to bask standing up in various postures, but this results only in a sunburn on the top of my forehead and the entire surface of my nose. So gradually, trying to look as if I were just ambling aimlessly about, I edge my way toward the clubhouse, where a good comfortable chair and a long, cooling drink soon put an end to all this monkey-business.

"HE TRAVELS FASTEST..."

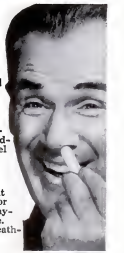
If this year, because of some silly old reason, you feel that it won't be possible to take the entire family abroad unless the children tend cattle, by no means let this deter you from making the trip yourself. Next to a shot of some good, habit-forming narcotic, there is nothing like traveling alone as a "builder-upper."

In the first place, you become very good-looking. In your contacts with frank friends and solicitous relations during the past year there may have been some remarks passed which have tended to shake your confidence in your personal appearance—remarks like, "Gee, you look awful!" But once you step on board an ocean liner alone, you flip a magic cloak over your left shoulder and become your own Dream Prince. If you dress for dinner every night in solitary distinction, take a quiet aperitif and stand up a great deal straighter than you do at home, you may even become a mystery man before the trip is over, at least in your own mind.

In the smoking room at night, wearing your immaculate evening dress (if you had had a companion you would have been told that your tie was up under one ear and that one stud had slipped out), you can become enough of a superman to carry you through at least a month of routine when you get back on the job. It is a good idea to take along a book into your hermit corner over by

COLD-STUFFED NOSE FEELS CLEARER IN SECONDS!

with the handy VICKS INHALER



It's so effective! Just a single whiff of this Vicks Inhaler brings greater breathing comfort. Makes cold-stuffed nose feel clearer almost instantly!

It's so handy you can carry it in your pocket or purse. Use it anywhere, anytime. For greater breathing comfort, get one today.



By makers of VICKS VAPORUB

Light-Time Gift!



only 50¢ plus cost of lighter

A whole year's supply of ever-sparking Zippo Flints... a can of instant-lighting Zippo Lighter Fluid... and a beautiful Zippo Windproof Lighter. All in a striking blue and silver striped gift box! Get this grand light-time gift at better stores everywhere.

ZIPPO
WINDPROOF LIGHTER
The lighter that always works

©1949 ZIPPO MANUFACTURING CO., BRADFORD, PA.

"I'm a Private Secretary..."



I can't AFFORD CORNS, can you?"

"Men just don't want me around when my corn twinges and sours my disposition. So in my business, I can't afford corns. Luckily, though, I've found that a . . .

BLUE-JAY CORN PLASTER



RELIEVES CORN PAIN

Naturally, at the very first sign of a pesky corn, I apply a BLUE-JAY Corn Plaster." Instantly, it relieves shoe-pressure pain. And what a wonderful thing is . . .

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TRAVELER BENCHLEY saw himself clad in mysterious glamour.

the bar. Little sentences which you might have skipped had you been dozing by your bed-light at home suddenly stand out like inscriptions carved on a monument, and you stop and re-read them again and again, saying, "How true, how true!" and resolve to begin to live according to them the minute the ship docks—or maybe as soon as you are unpacked. Along about 11:30, you even allow a few tears to well up into your eyes, rather fine, true eyes, if you do say so yourself.

It usually ends by your making yourself the hero of an imaginary wreck at sea, on this very ship, perhaps. You are sitting right where you are now, when the terrifying news comes that the ship is sinking. Calmly you slip your book into your pocket, button your coat about you and light a cigaret (or better yet, a pipe). This mysterious stranger, who has been sitting alone the entire voyage, becomes a tower of strength on the sinking ship, encouraging women here, assisting the crew there, and, with a wry little smile, jesting with the children as he lifts them into the lifeboats. If you had not already been in evening dress, it would be a rather fine gesture to go below and put it on for the last Great Adventure. (It might almost be worthwhile not to dress first, so that this bit of pardonable theatricalism might be saved for the big moment.) If possible, without sacrificing too much poise, it would be a little better if you too could be saved at the last moment (much against your will) but if not—then heigh-ho—*c'est la guerre!*

WHY DOES NOBODY COLLECT ME?

Some months ago, while going through an old box of books looking for a pressed nasturtium, I came across a thin volume. It was a first edition of Ernest Hemingway's *In Our Time*.

It so happened, a few weeks later, that "Old Ernie" himself

CONTINUED ON NEXT PAGE



The Only Car Heating System with

90-Second Hot Heat Plus Safe Conditioned Air

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Its Amazing New "Weather-Wand" Controls let you choose your own weather!

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Keeps you warm as toast, even on the shortest trips! No wait for engine warm-up, or danger from fumes, because "Fresh-Aire" operates independently of engine heat. Burns gasoline in a "Safety-Sealed" chamber. And cannot suck in exhaust from congested traffic at stop lights!

South Wind
CAR HEATERS
Another Product of Stewart-Warner Corporation, Chicago, Illinois

Safety has won for South Wind Heaters the prized Underwriters' Laboratories Seal

was using my room in New York as a hide-out from literary columnists and reporters during one of his stopover visits between Africa and Key West. More to interrupt his lion-hunting story than anything else, I brought out my copy of *In Our Time* and suggested that it might be the handsome thing for him to inscribe a few pally sentiments on the flyleaf.

Encouraged by my obviously friendly tone, he took a pen in his chubby fist, dipped it in a bottle of bull's blood, and wrote the following: "To Robert ('Garbage Bird') Benchley, hoping that he won't wait for prices to reach the peak.—From his friend, Ernest (—) Hemingway." The "Garbage Bird" reference in connection with me was a familiarity he had taken in the past to describe my appearance in the early morning light on certain occasions. The epithet applied to himself, which was unprintable except in *Ulysses*, was written deliberately to make it impossible for me to cash in on the book.

Then, crazed with success at defacing *In Our Time*, he took my first edition of *A Farewell to Arms* and filled in each blank in the text where the publisher had blushed and put a dash instead of the original word. On the flyleaf of this he wrote: "To R. (G.) B. from E. (—) H. Corrected edition. Filled-in blanks. Very valuable. Sell quick."

Now, oddly enough, I had never considered selling either book. That a first edition of one of Ernie's books could be the object of even Rabelaisian jesting as to its commercial value surprised and, in a vague sort of way, depressed me. Why are not my works matters for competitive bidding in the open market?

I am older than Hemingway, and I have written more books than he has. And yet it is as much as my publishers and I can do to get people to pay even the list price for my books, to say nothing of a supplementary sum for rare copies. I have even found autographed copies of my books in secondhand book shops, along with *My Life and Times* by Buffalo Bill. Doesn't anybody care?

If it is rarity which counts in the value of a book, I have dozens of very rare Benchley items in my room which I know cannot be duplicated. *Love Conquers All* is now out of print, which makes my extra copy almost unique. I doubt very much if anyone else has an extra copy of *Love Conquers All*. It belonged originally to Dorothy Parker, who left it at my house five or six years ago and has never felt the need for picking it up. So, you see, it is really a Dorothy Parker item, too.

CONTINUED ON NEXT PAGE

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JUMPY NERVES

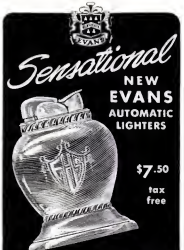


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3. Quiets Jumpy Nerves.
Caution: Use only as directed. Get Bromo-Seltzer at your drug store fountain or counter today. A product of Emerson Drug Company since 1887.



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CREATORS OF FITTED HANDBAGS AND POWDER BOXES

Pluck and Luck was brought out in a dollar edition for drug-store sale, and I have three of those in a fair state of preservation. One of them is a very interesting find for collectors, as I had started to inscribe it to Donald Ogden Stewart and then realized that I had spelled the name "Stuart," necessitating the abandonment of the whole venture. It is practically certain that there is no other dollar edition of *Pluck and Luck* with Donald Ogden Stewart's name spelled "Stuart" on the flyleaf.

I have a dummy of *The Treasurer's Report* with each page blank, and many of my friends insist that it should be worth a lot more than the final product. I don't know just how dummy copies rate as collectors' items, but I will be very glad to copy the entire text into it longhand for $50. Thirty-five dollars, then.

And now I come to what I consider the choicest item of them all—one which would shape up rather impressively in a glass case a hundred years from now. It is a complete set of corrected galleys for my next book which I had cut up for rearrangement before I realized that I was cutting up the wrong set of proofs—the one that the printer wants back. I haven't broken the news to the printer and I may never get up the courage to do so (printers get so cross), in which case the book will never come out at all. Would that be a valuable piece of property or not—a set of hand-corrected galleys for one Benchley item which never was published? And all cut up into sections, too! A veritable treasure, I would call it, although possibly the words might come better from somebody else.

But, until the collecting public comes to its senses, I seem to be saddled, not only with a set of mutilated galleys, but rare copies of my earlier works, each unique in its way. Possibly Hemingway would like them in return for the two books of his own that he has gone to so much trouble to render unsalable for me.



AUTHOR BENCHLEY grieved to find his books offered at cut rates.



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Unique, water-shedding Raynster coat. Seagreen color.

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..Which car has Automatic Ignition-Key Starting for your greater convenience?



..Which car has Floating Power for smoother engine performance and longer car life?



..Which car has Automatic Electric Choke for quicker warm-up, more economical use of gas?

You said it!

THE ANSWERS ARE ALL THE SAME—

PLYMOUTH



the car that likes to be compared

LIFE

REG. U. S. PAT. OFF.

Vol. 27, No. 15 — October 10, 1949

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LIFE'S COVER

As might be expected, Dr. J. Robert Oppenheimer knew about Russia's atomic bomb some time before the press. Chief adviser to the Atomic Energy Commission, he was first to be called on to evaluate the evidence. He is now back at Princeton's Institute for Advanced Study, of which he is director, carrying forward his research into the mysterious realm inside the atom. For a close-up of Dr. Oppenheimer, in which he sets forth his views on atomic energy and reveals some exciting new developments in physics, turn to pages 120 through 138.



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WHEN YOU CHECK DRY SCALP (UNMANAGEABLE HAIR, DULL DRY LOOK, LOOSE DANDRUFF) WITH 'VASELINE' HAIR TONIC. A FEW DROPS A DAY KEEP DRY SCALP AWAY. 'VASELINE' HAIR TONIC IS DOUBLE CARE FOR BOTH SCALP AND HAIR...IT'S CONCENTRATED, ECONOMICAL AND IT CONTAINS NO ALCOHOL OR OTHER DRYING INGREDIENTS! WHY NOT TRY A BOTTLE TODAY!

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Helps Stop Decay Before It Starts!

How famous Pepsodent film-removing formula helps stop formation of tooth-destroying acid!

Tooth decay is caused by acid. This acid is glued to the teeth by film. It is formed by mouth bacteria (lactobacillus acidophilus) when you eat sugars and starchy foods. Faithful brushing with Pepsodent Tooth Paste right after eating *reduces* acid formation—helps stop decay before it starts.



Film never lets up!

Film forms night and day on everyone's teeth—on your teeth, too!

You can save yourself needless cavities, pain and expense by brushing right after eating with Pepsodent Tooth Paste. And by using film-removing Pepsodent you not only help stop formation of enamel-eating acid—but also remove the dull, dingy stains that collect in film . . . and germs that cause bad breath.

There is no safer, more effective film-removing dentifrice than Pepsodent. No other tooth paste can duplicate Pepsodent's film-removing formula. No other tooth paste contains Irium*, or Pepsodent's exclusive, gentle polishing agent.

So get the famous film-removing Pepsodent Tooth Paste today. Again we say—keep teeth free of film and see your dentist twice a year.

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For more than 14 years Pepsodent scientists have conducted continuing research to improve and perfect the film-removing action of Pepsodent Tooth Paste. We can guarantee, without reservation, there is no safer, more effective film-removing dentifrice than Pepsodent.

Get film-removing Pepsodent today. Use it regularly after eating for just 7 days. If you don't agree Pepsodent Tooth Paste removes film better than any other dentifrice you've used—return the unused portion of the tube to Pepsodent Division, Lever Bros. Co., Department F, 141 W. Jackson Boulevard, Chicago 4, Illinois—and we will refund the money you paid.

You'll have brighter teeth and cleaner breath when you

Fight tooth decay with film-removing Pepsodent!



Another Fine Product of Lever Brothers Company

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LIFE
Vol. 27, No. 15 October 10, 1949

IN YANKEE STADIUM

PENNANT WIND-UP LEAVES FANS GASPING

To most Americans, the size, shape and feel of an atomic bomb was incomprehensible; not so a baseball. Last week in the American League it was the Red Sox or the Yankees, take your choice, right up to the end. In the National, Brooklyn and St. Louis were locked in a similar, if less direct, struggle. There hadn't been such a week of histrionics or hysteria (*pp. 34, 35*) in the history of the game.

The wild, wild week reached its emotional peak last Saturday when the injury-ridden, battered New York Yankees, trailing by one game, met the confident Boston Red Sox in New York. At the same time Brooklyn and St. Louis were playing Philadelphia and Chicago, respectively, for National League honors. In the American League the result could hardly have been more dramatic. The Yanks, led by a re-energized Joe DiMaggio, upset the Red Sox, 5-4. But Brooklyn, on the edge of victory, fumbled a pennant-clinching chance. Decisions in both leagues were thus postponed to the first day of a new week—Sunday, Oct. 2 (*p. 36*).

IN A TELEVISION-EQUIPPED BAR

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DISPUTES, DANCES, DARING LEAPS







BIRTH OF A BEEF is shown in this sequence in game Monday, Sept. 26, between New York Yankees and Boston Red Sox. With score tied at 6-6 in the eighth inning, Boston's Johnny Pesky begins slide for home on squeeze play (*left*) as Catcher Ralph Houk reaches for throw from first baseman. With ball in hand (*center*) Houk tries to block Pesky as latter's foot seeks plate. To the consternation of the Yankees, Umpire Bill Grieve calls the Boston runner safe (*right*), giving the Red Sox their winning run.



RAUCOUS RHUBARB follows Grieve's decision. Yankee Catcher Houk tried to attack the umpire and Outfielder Cliff Mapes (wearing dark jacket) rushed to the plate to join in the denunciation. Grieve insisted that Pesky slid under Houk's glove.



GRIEF FOR GRIEVE continues as the umpire leaves the field after the game when Mapes (*arrow*) asks him which team he had bet on. For insult Mapes was fined $200.



GRIEF FOR GRIEVE culminates four days later in Washington, this time with Red Sox doing complaining. Grieve issued walk to Senator pinch hitter in ninth inning, outraging Red Sox Manager Joe McCarthy (*left*) and Catcher Birdie Tebbetts.

FILL FANS' ALBUM OF A BIG WEEK



ENCHANTED BOSTONIANS celebrate 11-9 victory over Washington in concluding game with Senators that gave Boston a one-game lead. At left, Johnny Orlando, Red Sox property man, leaps right out of dugout while Manager McCarthy (*right*) waves triumphantly to his successful team. Sox were outhit 18 to 5 but won when Senators yielded 14 walks.



GREATEST CATCH of week was contributed by Boston Outfielder Al Zarilla when he caught Yankee Lindell's potential home run.





HOPEFUL AND BLUE, the St. Louis Cardinals alternate between anticipation and dismay in their game with the Chicago Cubs on Friday, Sept. 30. At one moment, as the batter lofts a long fly, Manager Eddie Dyer seems almost prayerful (*left*). But as the Cubs went on to win Dyer morosely began chewing his fingernails (*above*).



RAINCOAT protest in wet game with the Dodgers gets Ryan of Braves banished.



LIKE DANCERS, Yankees' George Stirnweiss (*foreground*) and Boston's Billy Goodman are caught by camera in nearly identical positions as Goodman is forced out in game which tied up American League lead on Sept. 25. The play came in the eighth inning with Boston ahead 1-1.



NEW YORK TRAINER Gus Mauch had to treat 75 injuries, kept the Yanks in the running.

CONTINUED ON NEXT PAGE



COLLEGE TRY for Bobby Doerr's pop single is made by Yankee Infielder Jerry Coleman as Boston's Vern Stephens (*foreground*) heads for second. This effort was typical of desperate quality of play.



BROOKLYN'S BRANCH RICKEY REGISTERS PAIN AS DODGERS TRAIL

YANKEES WIN IN AMERICAN; BROOKLYN TAKES NATIONAL

It seemed almost too good to be true. Last Saturday morning the Boston Red Sox led the New York Yankees for the American League championship by a single game. The Red Sox had won 96 games, lost 56 and had a percentage figure of .632. In the National League, the Brooklyn Dodgers headed the St. Louis Cardinals by exactly the same figures—96 wins, 56 losses, percentage: .632. The Red Sox were favored to defeat the Yanks; the Dodgers were expected to triumph over the third-place Philadelphia Phillies and thus clinch the National League pennant.

True to baseball's wild week, nothing this simple happened. New York's Joe DiMaggio returned from a debilitating bout with streptococcus pneumonia to accept the warm tributes of New York's fans (*opposite*) and then led the Bronx Bombers to an inspiring victory. The Dodgers lost to Philadelphia, 6–4, while the Cards bowed to Chicago, 3–1. Thus, in a single day of intense drama, the American race was tied once more and the National contest was left open to either a Brooklyn triumph or a playoff tie. The payoff was Sunday.

Some 68,000 spectators jammed Yankee Stadium for this last game of a spectacular and at times heartbreaking season. The Yanks had suffered a series of sprains, broken bones and cuts; it hardly seemed possible that they could win. But win they did. In an extension of the great, tying battle they put up Saturday, Casey Stengel's iodine-smeared athletes downed the Red Sox, 5–3, to become the American League's representatives in the World Series. Their opponents would be their cross-town rivals, the Dodgers—victors, 9–7, over Philadelphia in the last game.



SCORE FOR DODGERS is made by Roy Campanella in fifth inning but Brooklyn lost to the Phillies, 6–4. Victory would have ended race.



CHOKED UP WITH EMOTION, A SICK BUT GAME GUY NAMED JOE THANKS BASEBALL FANS FOR DIMAGGIO DAY

ATOMIC CONTROL



A BOY CALLED SOSO

A new and interesting book about the master of all the Russias (*Stalin: A Political Biography* by Isaac Deutscher: Oxford, $5) records among other things that the Soviet dictator was once a boy called Soso. (In the Caucasian province of Georgia, where Stalin was born Joseph Djugashvili, Soso means Joe.) As we read we found ourselves staring for long minutes at a reference to Stalin's mother: "She wanted her Soso to succeed. . . ." And we wondered whether the Stalin of 1949 is as other men, trying on occasion to recapture the person, the promise, the face of the boy that once he was. What does Stalin of the Kremlin see when he gazes back through the years of iron and blood, the rain of tears? Maybe the answer is very simple: maybe he sees the boy pictured above, a boy who was going to make his mark on the world.

BASEBALL AND THE PUBLIC MIND

If anybody ever again low-rates the intelligence of the U.S. public in our presence we will confound them with the baseball situation as of Saturday morning, Oct. 1, 1949. "If Brooklyn wins today" (quoting a contemporary news account) "and the Cards lose again to the Cubs the National League race will be over. If the Cards win and the Dodgers lose the race will be tied. If both lose or if both win today there will still be that one-game difference with each club slated to play tomorrow. St. Louis then will be able to tie tomorrow only if Brooklyn loses and the Cards win." What interests us here is not the outcome of these struggles—they will be history when this item appears—but their complexity. The economics of the devalued pound, the intricacies of ECA, the implications of the welfare state are duck-soup for a public that can drink baseball data with its morning coffee. Any time the American Public wants to write some editorials, the door is open.

IT IS MORE NECESSARY AND SEEMINGLY LESS ATTAINABLE THAN EVER

More than one serious character of our acquaintance has noted with low moans that the news of the Soviet atomic bomb dropped so quickly from the front pages. "People aren't even talking about it," we hear, with acid asides on the countervailing interest in baseball. Well, what of it? Personally, we are glad that there is more wailing over the Yankees than over the Bomb—if the contrary were true, we would have to conclude that the Russians had already won the warm war. We are also glad that a few incorrigible kill-joys at Lake Success are keeping their minds on the Bomb and what, if anything, to do about it. They are atomic specialists of six powers —the U.S., Britain, France, the U.S.S.R., China, Canada—and their job is to figure out whether there's any use in making one more effort to obtain international control of the atom. Wailing or no wailing, baseball or no baseball, the choice before the world is atomic control or atomic warfare, and with a certain stubbornness that is what we propose to discuss here this week.

The first unsuccessful efforts to achieve international control were made in a time of U.S. monopoly. Does the end of monopoly mean that control is possible in 1949 or 1950 although it proved impossible in 1948? The answer, if any, lies in the record of past efforts to achieve control. Right off, the record discloses a radical difference in the meanings which the U.S. and the Soviets have attached to the word "control." When the U.S. speaks of "international control of the atom,"[1] it means a vesting of the power to dispose of atomic materials and knowledge in a supergovernmental body. Not to be mealy-mouthed, it means a touch of world government. All of the American plans for control have candidly faced up to the fact that control is a function of sovereignty, and that in order to have world control of the atom the nations must give up their sovereign power to make war when and as they choose. Yes, and give up as well a good deal of their sovereign power to develop and use industrial resources as they choose. The Acheson-Lilienthal Report, issued by the U.S. State Department in March of 1946, boldly considered vesting the ownership of all atomic materials and key plants in an international Atomic Development Authority. The Baruch Plan, presented three months later to the United Nations Atomic Energy Commission, reduced this concept to practicable terms and suggested the stage-by-stage progression by which national ownership could be transformed to international ownership. It envisaged a supernational authority with full power to own or control all the steps in atomic fission necessary to insure its use for peaceful purposes. The agents of the authority were to have free access to mines and factories everywhere, and there was to be sure punishment, without U.N. veto, for any nation that dared to break any of the atomic authority's rules.

The Soviets complained that the Baruch Plan would infringe their sovereignty. They were right—so it would. They came up with a plan which would protect their sovereignty but could not protect the world from atomic war. The Soviet counterproposal to Baruch was not for international control of the atom; it was for self-control by the separate states of U.N. In effect the Soviet Union suggested a sort of atomic Kellogg Pact, with the nations promising they would not use fissionable materials to make bombs. True, there would be an international authority. But it would have no final power, it would not own primary atomic resources, and it could inspect nationally owned facilities only under the supervision of the individual sovereign state. Moreover the veto on sanctions in U.N. was to stand.

The same record reveals a continuous fear of trickery on each side. The Baruch proposal contemplated the institution of controls in a series of stages. The U.S. intended to keep its stock-piled bombs and its atomic plants until the supernational controls were all locked into place; then and only then would wardenship of the Bomb be handed to the new authority. The Russians insisted that the U.S. destroy its stock-piled bombs and dismantle its plants at least simultaneously with the signing of a control convention. Destruction of the Bomb, they held, would be an earnest of faith. But to the U.S. this amounted to one-way disarmament, proposed with the rankest insincerity. In a world where there was no trust, it all came to "you must trust our goodwill." It still does.

So stands the record. Nothing that either the Russians or the Western powers have said since Sept. 23 seems to alter it. Soviet possession of the Bomb does not alter the Soviet Union: it is still a closed society, being asked by the rest of the world to open itself to international inspection and supervision in the interest of atomic control. The rulers of the Soviet Union can accept the invitation only if they fundamentally change their system.

If the Russians can't do that, have we anything to gain by accepting their definition of control? Would an atomic Kellogg Pact be effective? Well, the physicists tell us that the "packaging" of the bomb is only one step in the process of atomic development. Would a Kellogg Pact for the atom be of much use as long as the various nations were adding year by year to their stocks of Uranium-235 or plutonium for "industrial uses?" The answer of the Baruch plan is "No"; it recognizes the fact that any atomic facility is potentially a weapons facility. Soviet counterproposals evaded that fact, and so far as is known they still evade it.

It is a thoroughly discouraging record. In the face of it, automatic incantations to "international control" seem merely silly. So, we might add, does automatic damnation of the Russians, who in this instance are acting under pressures that must seem compelling to them. We are driven back upon a saying of the late William Graham Sumner, "If men are mad enough they will fight. If not, the ordinary means of diplomacy will do."



CREW HITS THE SILK

But pilot goes down with ship

While taking pictures at high school football practice, a Chattanooga teacher named Clarence Towry looked up and saw an Air Force B-25 falling in flames. As he watched parachutes billowed and an engine shook loose. He aimed his camera at the sky, got this remarkable picture of two parachutes (*top left*), the engine falling like a spent rocket (*bottom*) and the doomed bomber. Its pilot, Capt. William E. Blair, flying the B-25 home to Spokane from Augusta, had ordered eight other men aboard to jump. One died because his parachute was not securely hooked; Captain Blair rode his plane beyond a densely populated residential area, then jumped to his death a moment before it crashed.



THE FIVE JUDGES OF THE PEOPLE'S COURT LISTEN IMPASSIVELY TO THE ABJECT CONFESSIONS

DARKNESS IN BUDAPEST

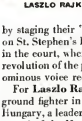
The trial and confessions of eight top Communists in Hungary lay ominous basis for the Soviet break with Tito



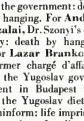
LASZLO RAJK

In the shadowy, high-ceilinged hall of the People's Court in the Metal Workers Union building in Budapest, Laszlo Rajk and seven other leading Hungarian Communists stood accused of treason. Outside the sun streamed past the windows, warming the threadbare people who in August dared to defy their Red masters by staging their "silent rebellion" (LIFE, Oct. 3) on St. Stephen's Day. There was no such defiance in the court, where eight careers dedicated to the revolution of the proletariat neared their end. The ominous voice reciting the sentences began:

For **Laszlo Rajk,** lifelong Communist, underground fighter in Spain and in fascist-dominated Hungary, a leader of the Hungarian Workers Party and of the Hungarian People's Front, onetime all-powerful minister of the interior, ex-foreign minister: death by hanging. For **Tibor Szonyi,** a former secretary of the party's select cadre section, appointer of trusted Communists to key posts in the government: death by hanging. For **Andras Szalai,** Dr. Szonyi's deputy: death by hanging. For **Lazar Brankov,** a former chargé d'affaires of the Yugoslav government in Budapest who turned against Tito when the Yugoslav dictator was denounced by the Cominform; life imprisonment. For **Paul Justus,** member of parliament, Marxist ideologist and high-ranking official of the Hungarian radio: life imprisonment. For **Milan Ognzenovics,** a government official: nine years. For **Lieut. General Gyorgy Palffy,** onetime chief inspector of the Hungarian army, ex-head of political intelligence in the defense ministry: courtmartial. For **Major Bela Korondy,** onetime colonel of the police: courtmartial. As the voice of the judge droned on, no word was offered in their own defense by the Hungarian defendants. Rajk declared, "I consider the sentence justified. I do not agree with my lawyer in principle when he asks for an appeal."

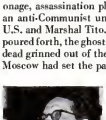


GYORGY PALFFY



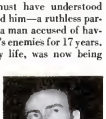
BELA KORONDY

That was the pattern of the trial in the hall in which the eight abjectly confessed. They admitted to treason, war crimes, various degrees of espionage, assassination plots and collaboration with an anti-Communist underground directed by the U.S. and Marshal Tito. As their self-denunciation poured forth, the ghosts of other Communists long dead grinned out of the shadows. A decade earlier Moscow had set the pattern when Andrei Vishinsky, then the U.S.S.R.'s chief prosecutor who is currently sitting at his ease in a United Nations armchair, drew out similar confessions from some of communism's most illustrious figures during the great purge trials.



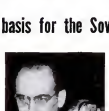
PAUL JUSTUS

At the time the confessions had astounded the world; by now they were part of a familiar routine. To faithful Communist Laszlo Rajk the purpose was undoubtedly clear. Rajk, like Rubashov, the hero of Arthur Koestler's *Darkness at Noon,* must have understood the party logic which turned him—a ruthless party fighter all his life—into a man accused of having worked for communism's enemies for 17 years. The party's unity, its very life, was now being threatened. Marshal Tito, the Communist dictator of Yugoslavia, had defied the Kremlin and stirred up the nationalism latent in every eastern European soul, already fretful under Moscow's iron rule. Already the list of those who had shown inclinations of following Tito was long: Wladyslaw Gomulka, the former deputy prime minister of Poland; Traicho Kostov, former vice premier of Bulgaria; Lucretiu Patrascanu, former minister of justice in Romania; Lieut. General Koci Xoxe, ex-No. 2 Communist in Albania; General Markos Vafiades, ex-leader of the Communist guerrilla army in Greece. They all had disappeared—even a giant like Bulgaria's Georgi Dimitrov, whose loyalty was in doubt when illness ended his career and conveniently furnished the opportunity for a hero's funeral (LIFE, July 25) rather than a public trial.

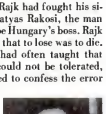


LAZAR BRANKOV

Like Rajk, most of these men had spent the war years fighting within their own countries for the defeat of fascism and the victory of communism. Like Rajk, most of them had seen the reins of power pass to the hands of men specifically trained in Moscow for postwar leadership and unquestioning obedience to Moscow's aims. Like Rajk, they had sought a greater measure of independence for their countries than Moscow would give them. Rajk had fought his silent postwar battle with Matyas Rakosi, the man who came from Moscow to be Hungary's boss. Rajk had lost his battle; he knew that to lose was to die. As a good Communist he had often taught that deviationists like himself could not be tolerated, that they must be persuaded to confess the error of their ways if the revolution was to survive. In his last days on earth Rajk could see the logic of the party machinery which had ground him and his fellow-defendants under foot and now marched on toward its relentless end. His final role was to confess and thereby furnish the "proof" that Marshal Tito had actually plotted active aggression against Hungary and the Cominform. In consequence of this, diplomatic relations could logically be virtually severed. Last week they were, by summary eviction of most of the Yugoslav legation's staff from Hungary. In further consequence, the Soviet Union could logically denounce its treaty of friendship and mutual aid with Yugoslavia. Last week it did so, and Hungary was the first of the Cominform nations to follow suit. Finally the Soviet Union and all the nations of the Cominform now had complete freedom of action for themselves against Tito and all deviationists who might follow him. Compared to such results, to a man of Rajk's mind and training the truth or untruth of abject, often ridiculously illogical confessions was of little consequence.



ANDRAS SZALAI



MILAN OGNZENOVICS



TIBOR SZONYI



AWAITING SENTENCE, eight defendants, separated by policemen, stare across the polished parquet floor toward their judges (*opposite, top*). The spectators (*right*) could enter only with special passes, were double checked at door and inside building. Though apparently fascinated by proceedings, they rarely disturbed trial's set routine.



ARMED GUARDS protect miners pushing coal cars at a small nonunion mine in Clearfield County, in western Pennsylvania. As strike feeling increased, convoys of coal trucks were ambushed and mine tipples were dynamited.



ARMED WITH STICK, an irate member of women's picket line moves in to conk a man arriving at Bell Aircraft plant in Buffalo, N.Y., where a strike is in its 17th week. Tear gas tossed from a helicopter dispersed pickets.





AT GARY, IND. THE WORLD'S BIGGEST STEEL MILL,

STEEL SHUTS DOWN; MILLION ON STRIKE

Walkouts revive recession bogey



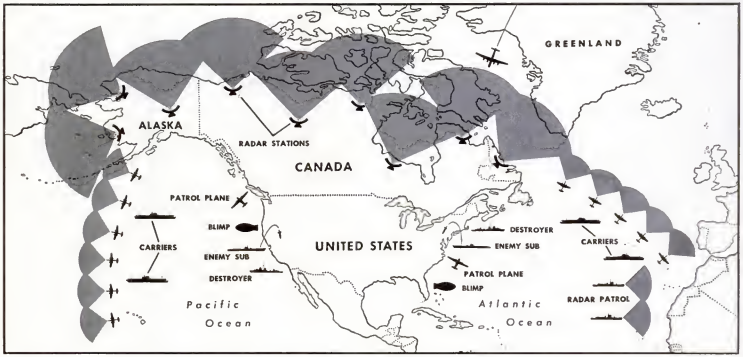
CARNEGIE-ILLINOIS PLANT, LIGHTS UP SKY (TOP) BEFORE STEEL STRIKE BEGINS, BUT IS DARK WITH PARKING LOTS EMPTYING (BELOW) AFTER FURNACES ARE BANKED

The steel furnaces' red glare, reflected in the sky over Gary (*above*) and all of the other steelmaking towns, was a glow of health on the face of the nation. Last weekend it faded as the first national steel strike in three years hit the country a jarring blow. Deadlocked over the pension issue (LIFE, Oct. 3), C.I.O. President Philip Murray called out 513,000 steel workers, while the industry banked its furnaces. Meanwhile Ford agreed with the U.A.W. on a pension plan that, with social security, would guarantee retiring workers $100 a month. Detroit could breathe easier—until its steel ran out. But even after John L. Lewis ordered a fifth of his 480,000 miners back to work, there were a million people on strike this week. And the outbreaks of violence (*left*) were nothing compared to the violence that the big strikes could do to the nation's economy. For want of steel wages alone, a weekly $33 million worth of purchasing power was already lost. In three to four weeks, for want of steel, industries that use it would close, and their production would be lost. And in seven weeks the coal stockpile would be gone. Long before that, the country knew, something would have to give—or the battle against a recession would be lost.



FORD SETTLEMENT is sealed by handshake between U.A.W.'s Walter Reuther and motor firm's John Bugas.

POSTWAR U.S. RADAR ANTENNA IS A SAUCER-SHAPED WEB WHICH PICKS UP "ECHOES" FROM SHIPS OR PLANES. THIS IS NAVY MODEL WHICH GOT ECHOES FROM MOON



RADAR NET, which could warn U.S. of attacks coming across Canada or from Europe or Asia, might be set up like this. Ground stations in Canada and Alaska, proposed but unbuilt, would have range of about 100 miles and would be supplemented by radar planes at sea. In addition to the radar net, patrol ships would try to detect and sink enemy subs.



IN 1920 REDS EXPLODED BOMB IN WALL STREET, KILLED 30, WOUNDED HUNDREDS

CAN RUSSIA DELIVER THE BOMB?

U.S. warning systems are still in the planning stage



BRITON LUGS "ATOMIC" BAG

Now that Russia has the bomb—and perhaps a supply of them—how can the bomb be delivered in the U.S.? How can we prevent its delivery?

Although the nation remained outwardly calm these questions must have occurred last week to many a thoughtful American. There were some blunt answers. Because they were suggested by men such as Senator Brien McMahon, chairman of the Joint Congressional Committee on Atomic Energy, and Physicist Robert Oppenheimer (*pp. 120-138*)—no one could say that they were hysterical or stupid. They were deeply disturbing and they demanded plenty of attention.

Russia now has at least three means of delivering the bomb, of which the most obvious is by airplane. Red science and industry must be expected to have developed aircraft to carry it. On May Day, 1947 observers saw planes of the B-29 type (*right, top*) flying in review over the Kremlin. Even if nothing new has since been perfected, planes of this type could do the job.

The second means of delivery is by rocket. The Russians have fast schnorkel submarines patterned after German ships. These could surface off the U.S. coast and fire rockets with atomic war heads.

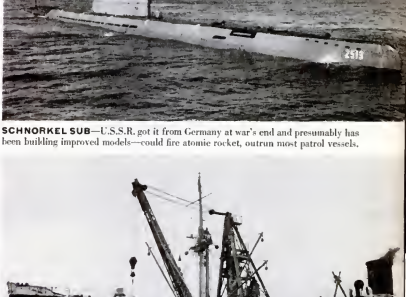
The third means of delivery—suggested by Senator McMahon—is by merchant ships. Even if close examinations were conducted, bombs would be difficult to locate in them. According to Dr. Oppenheimer, the best means of detection is by screwdriver, which means that shielded bombs give off little radiation and must be removed from their packing crates to be recognized.

Two refinements of the merchant-ship method are also possible. A time-fused bomb could be carried in a ship's false bottom, dropped to the harbor floor and exploded long after the ship had left port. In addition a bomb could be loaded into a truck and driven to any point in the U.S. It is unlikely, as the British half-humorously suggested in recent maneuvers (*above*), that the bomb could be carried in a suitcase or in any light vehicle such as the horse-drawn wagon the Reds once used to transport a bomb to Wall Street (*top*).

To protect itself against bomb delivery by ship, the U.S. can enforce stringent security measures. Against bombs delivered by air or by submarine, there is now little defense. However a radar net (*map, opposite page*) could give warning of air attacks. To a lesser extent, picket ships could spot approaching subs. When the net and the picket line are established—they are still on paper—the U.S. can breathe more easily. Until then the nation could take comfort in the idea that Russia probably does not yet have many bombs and must use them to terrorize civilians rather than as a decisive weapon against industry. However for those who might be soothed by this thought, there are the solemn words of topflight Physicist Harold Urey: "There is one thing much worse than one nation having the atomic bomb, and that is to have two nations possessing it."



RUSSIAN COPY OF B-29 was patterned after American planes which were interned in Siberia during the war. Reds are believed to have more than 500 long-range bombers.



SCHNORKEL SUB—U.S.S.R. got it from Germany at war's end and presumably has been building improved models—could fire atomic rocket, outrun most patrol vessels.



RUSSIAN FREIGHTER unloads her cargo unmolested in U.S. port. Atomic bombs could be exploded at dockside or transferred to trucks (*below*) to be driven to targets.



LIFE CONGRATULATES





MARY GARDEN

The famous prima donna who earned plaudits—and embarrassed gasps—40 years ago (*left*) when she played Salome returned to the U.S. for a lecture tour. Now 72, Miss Garden announced that she has not married or broken her routine of only one meal a day (lunch), that she weighed 112 pounds. "My talks should be a relief," she said, "after all that Atlantic Pact and Marshall Plan talk. They asked me to talk on men, money and music. Men I don't know about. Money I don't care a darn about. Music I love. . . ." Of the U.S. the twinkling Scotswoman said, "It's a gorgeous country. . . . It's charming and I'll never forget it. But I want to live and die in Aberdeen."



THE MARQUESS OF MILFORD HAVEN

With royal approval, divorcee Mrs. Romaine Pierce Simpson, 26, was engaged to the Marquess of Milford Haven, 30, distantly related to the king. The marquess announced the engagement and pointed out that Mrs. Simpson is a descendant of a British Churchill, a U.S. explorer, admiral, clipper-ship owner and Indian fighter.



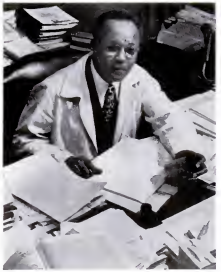
AL CAPP

The cartoonist introduced another character: the tough-bottomed kigmy, to absorb punishment from people who feel like kicking somebody. The kigmy loves it. The kicker gets it out of his system and nobody's bottom is bruised.



THE EARL OF HAREWOOD AND HIS BRIDE

The 26-year-old nephew of King George of England was married to Austrian-born commoner Marion Stein, 22, in a big royal wedding. Then the wedding party assembled for a family portrait. Members are (*left to right*) the Dowager Queen Mary, the Princess Royal (bridegroom's mother), the earl, his bride, the king, best man Gerald Lascelles, Queen Elizabeth. The newlyweds left for a three-week trip to Paris, Rome and Capri. She is a pianist and he a music critic.



DR. PERCY L. JULIAN

Grandson of a slave whose master cut two of the slave's fingers off when he learned to write, Research Chemist Julian, 50, last week discovered a new, cheaper method of producing cortisone for the treatment of arthritis (LIFE, Sept. 19).

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Milder Chesterfield"

Glenn Ford

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PLUS
The Niacin in 3 servings of carrots!
PLUS
The Iron in ½ pound of beef!
PLUS
The Calcium & Phosphorus in 2 servings of cauliflower and 1 serving of cooked green beans combined!

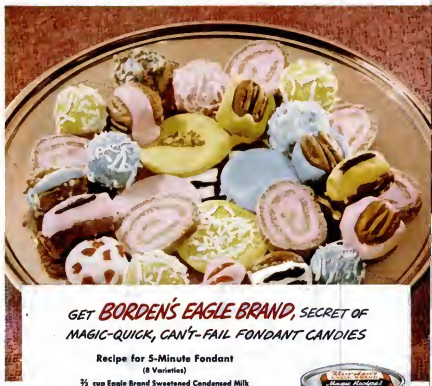
*T. M. Reg. U. S. Pat. Off.

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1 teaspoon vanilla
4 cups sifted confectioners' sugar

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FROM THE SANCTUARY OF A HUGE REFRIGERATOR LINED WITH $2 MILLION IN DOLLAR BILLS, SALES MANAGER BILL BLEES SMILES CONFIDENTLY INTO FUTURE

THE BIGGEST GIVEAWAY CONTEST EVER

Last month the U.S. refrigeration industry was puzzled by strange news from Richmond, Ind.: at a time when the highly seasonal industry normally closes down for the sales-listless winter months, the Crosley company was working frenetically to turn out a new refrigerator every 27 seconds. Last week the reason for this unseasonable activity was revealed. In a smashing return to the days of highly competitive salesmanship, Crosley announced it was staging the biggest giveaway contest anyone had ever heard of—$2 million worth of refrigerators, complete kitchens, cash. To make sure everyone heard about it, Crosley would spend at least $2 million more promoting the contest. The campaign began with a $3,000 telephone conference call from Sales Manager William A. Blees to his 87 distributors, telling them what he proposed to do. It continued with a two-day pep meeting of 755 salesmen in Cincinnati, which included the premiere of a Crosley products show (*next page*) featuring luminescent refrigerators and $27,000 worth of stage settings, then shifted to New York.

There Blees made his dramatic bid for national attention. At a contest announcement party in the Hotel Commodore attended by almost the entire directorate of AVCO, Crosley's parent company, 33 guards solemnly escorted in the two tons of dollar bills it takes to make $2 million, stacked it in a $3,000 wooden replica of the Crosley 1950 Shelvador (*above*), then stood aside while models posed before it. National tours of the giant refrigerator and stage show, dealer dinners and fiery sales talks by the dozens would follow during the next weeks.

Behind all these circus antics was a coldly calculated business risk. Since he became sales manager early this year, hardheaded Bill Blees had helped to push Crosley's sales position up from approximately tenth to approximately sixth (the refrigerator business is chary of giving out sales figures). By introducing his new model now instead of in the spring and by backing it with $4 million worth of promotion, Blees hoped to sell 50,000 extra refrigerators, some of them to the potential customers who will visit a Crosley dealer to enter the contest. He believes these sales will stimulate 150,000 others next spring ("people think about it two or three months before buying a refrigerator") and these extra sales, added to Crosley's normal expectancy of about 300,000 units, will keep the Richmond plant running at peak production through 1950. If Crosley's gaudy contest clicks, it will do even more. It will provide an extra 1,212,000 manhours of work and $2,012,500 in pay for Crosley workers. It will mean the purchase of $8 million worth of materials from suppliers, and it will give Crosley dealers an extra $26 million worth of business. It might also push Shelvador up into the exalted company of GM and G.E. But at week's end there was a threat that might cause the best-laid plans of Blees and his men to go agley: the steel strike.

CONTINUED ON NEXT PAGE



TOP MEN GRIN at banquet entertainer. Left to right: George Allen, AVCO director and former Truman kitchen cabinet member; Alex Ardrey of Bankers Trust (which supplied the money); Victor Emanuel, AVCO chairman.

THE CROSLEY DRUMMER TO THE WAR HAS GONE

During the Cincinnati meeting Sales Manager Blees said of Crosley's forthcoming assault on the competition, "This is war—commercial war!" Strategist Blees mounted his attack with a lavish hand. He organized a four-hour stage show whose cast and two baggage cars full of props would travel 10,000 miles during the next 60 days, presenting to dealers' meetings in 20 cities a skit-studded, sales-inspiring pageant of new Crosley products. The show, with which Blees will travel personally, cost $300,000 to stage, will be put on in leading theaters. In New York it was given in staid Carnegie Hall, to the bewilderment of symphony-accustomed stage hands, and was followed by a $20,000 banquet for 2,100 dealer representatives which was attended even by Victor Emanuel, AVCO's reticent, seldom-photographed board chairman, as well as less-than-reticent George Allen and a big cut of top financiers. But the scale of the Crosley giveaway contest was best told by less ostentatious expenses: $128,000 for contest promotional material (entry blanks, sealed boxes for entries); contest announcement party, $2,275; guards and insurance for the 90 minutes during which the $2 million in cash was displayed, $2,000. Masterminding these and many other details left Strategist Blees barely enough time to eat (*right*).



HIGH SPOT OF THE STAGE SHOW FOR DEALERS COMES WHEN EIGHT MODELS DISPLAY THE REFRIGERATORS ON WHICH CROSLEY STAKES ITS (AND THEIR) 1960 SALES



SKIT in show opens with wife complaining her refrigerator—not a Crosley—requires stooping. Husband scoffs.



SHE ANSWERS him by explaining difficulties of stooping while wearing a girdle, makes him try one on himself.



BIG BOFF for Crosley distributor audience comes when husband, after trying it, agrees she needs new Shelvador.



IN HURRIED SOLITUDE Blees lunches at small table in ballroom while announcement party proceeds (*background*). He did this to be available to aides.



HOPES. MODELS FOR THIS ARE HIRED IN EACH CITY THE SHOW VISITS





SALESMAN IS INSPIRED, after an unimpressive beginning (*left*), when he hears Boss Blees describe Shelvador advantages from stage at Cincinnati.

CONTINUED ON NEXT PAGE



Are you really Lovely to Love?

try the test below

Have you ever wondered if you are as lovely as you could be—are you completely sure of your charm? **Your deodorant can be the difference . . .** and you will never know how lovely you *can* be until you use FRESH.

FRESH is so completely effective, yet so easy and pleasant to use... Different from any deodorant you have ever tried. **Prove this to yourself** with the free jar of creamy, smooth FRESH we will send you.

Test it. Write to FRESH, Chrysler Building, New York, for your free jar.



SYNCRO Announces
THE NEW All-Purpose ELECTRIC HONE SHARPENER with INTERCHANGEABLE STONES
$10.95
For KITCHEN-WORKSHOP
SYNCRO hones sharp hundreds of articles around the home! 14,400 rapid honing strokes a minute safely, quickly, properly sharpens! No belts, wheels, gears. 60 cycle, 110-120 volt AC. The ideal gift that pleases everyone. For kitchen, workshop, factory. Buy SYNCRO — America's ONLY electric ALL-PURPOSE HONE sharpener! With 3 Honing Stones, Cord, Plug, only $10.50.
and a NEW ELECTRIC SANDER-POLISHER! GIVES GENTLE BODY MASSAGE, TOO!
Use with sanding discs, polishing wheels, buffing wheels, etc. For light sanding, polishing, waxing, brushing, etc. 60 cycle, 110-120 volt AC. With 9 sheets sand-paper, felt pad, backer-rod pad, cork, plug, cable. $14.50
FAMOUS SAFE ELECTRIC JIG SAW
Famous practical jigsaw for the whole family and it is safe for children too. Portable, 60cycle, 110-120 volt, AC. Cuts wood, light metal, plastics. No oilers, belts, gears! Complete with built-in motor. Only . . . $17.50
Send SYNCRO, order direct, or see at Dealers. If he has SYNCRO, order direct. Send full payment. $10.95 postpaid. Allow 3 weeks for delivery. Guaranteed 1 year. Write for details on "ALL 3".
QUALITY SYNCRO ELECTRIC PRODUCTS
SYNCRO CORP., DEPT. E-108, ROCHESTER, MICHIGAN



FOCAL POINT at contest announcement luncheon was the money-filled refrigerator and two models. One, Norma Eberhardt *(right)*, whose heterochromatic eyes appeared in LIFE 12 weeks ago, slipped money into stocking for press cameras.



ROUTINE SEARCH of the models who were in the money-filled box is made by a woman house detective after the party. Although one $4,000 package of bills was broken open to show it was real, no money was missing at conclusion of the party.

GOOD...
any old time!
Sunshine CHEEZ-IT A DAINTY CHEESE CRACKER
the cracker with that swell cheese flavor
America's largest selling cheese cracker!
Sunshine Biscuits, Inc.


Old Gold claims nothing but
the Companionship of Fine Tobaccos
Old Gold
CIGARETTES
Old Gold
For a Treat instead of a Treatment...
treat yourself to OLD GOLDS

AT YOUR GROCER'S NOW...

Libby's HARVEST

TO HELP

Oh, when you buy Libby's,
You'll wear satin and lace,
For you'll swing out front
In the budget race!



Make every penny count...

choose LIBBY'S 100 famous foods!

THEY INCLUDE:

TOMATO JUICE
PINEAPPLE JUICE • PINEAPPLE
FRUIT COCKTAIL • PEACHES
PEAS • PUMPKIN
CORNED BEEF HASH
VIENNA SAUSAGE • CORN
BABY FOODS

Here comes the Libby harvest —to help you set a *better* table.

Libby's **Juices** to start your meals with an appetizing flourish! Libby's **Meats** to give you economical, work-saving main dishes. Libby's **Vegetables** that always add real appetite come-on. Libby's **Fruits** for glorious salads and desserts. And Libby's **Baby Foods** for the new crop of '49'ers. Remember, your money can't buy better foods than those marked "Libby's." So stock up during Libby's Harvest of Values.

LIBBY, McNEILL & LIBBY
CHICAGO 9, ILL.

WATCH YOUR DEALER'S DISPLAYS
...LOOK TO LIBBY'S FOR VALUE!

OF VALUES

YOU SET A THRIFTIER TABLE !





LOOK TO LIBBY'S FOR PERFECTION !



Pepperell is a Promise





. . . OF FINE RAYONS FOR LOVELY GOWNS

Ever heard Pepperell's undercover story? Of the rayons for slips and nightgowns? Manufacturers who know quality love Pepperell rayons, so you may find one of these fabrics in your best undies.

. . . OF CUDDLY CRIB BLANKETS FOR LITTLE FOLK AT LITTLE PRICES

Who'd make a better blanket to wrap your baby in than Pepperell—one of the country's top makers of crib blankets and sheets? Pepperell knows how to weave blankets for warmth, keeps them light and soft for baby's comfort. And Pepperell makes forty-five different patterns—sweetly embroidered, lavishly bound, or beautifully simple. Look for Pepperell crib blankets at your favorite store now, priced from 49¢ to $4.98.

. . . OF COZY WARM BLANKETS

Pepperell's right out in front again—this time with blankets in not five or six, but twelve lovely colors! You'll want to see them all—cozy and soft in a blend of rayon and fine wool.



. . . OF LUXURIOUS COLORED SHEETS

Think pastel sheets are a luxury? Pepperell brings them to you at only a few cents more than whites. And whether you prefer percale or muslin, you'll find your favorite in Pepperells!





. . . OF RUGGED WORK FABRICS

If your husband's job is an active one, he'll want work clothes of Pepperell fabrics. Pepperell chambrays and whipcords can take it, stand up to lots of hard work.

FABRIC QUALITY IS LABELED PEPPERELL

PEPPERELL FABRICS ®

PEPPERELL MANUFACTURING CO.
BOSTON, MASSACHUSETTS



NOW 80, BLACKMER IS STILL HEARTY AND CHEERFUL

EXILE'S RETURN

Homecoming of Oilman Blackmer recalls ugly Teapot Dome scandal

In 1924, when the Teapot Dome oil scandals were in full and malodorous bloom, a man named Henry M. Blackmer got out of the country in a great hurry. He went to Europe and stayed for 25 years, fighting every effort of the government to extradite him. But on Sept. 21, old and homesick, he came back of his own volition to face the charges against him and to spend his last years in peace. At 80 (*above*) he looked almost as chipper as he did when he ran away at 55 (*below*).

When the big scandal first broke, Blackmer was untouched. The principals were President Harding's Secretary of the Interior, Albert Fall, who had secretly leased some naval oil reserves, including one called Teapot Dome, and the men to whom he had leased them, Harry Sinclair and Edward Doheny. But while investigating these deals a Senate committee found that Blackmer had joined Sinclair in promoting another fast deal in oil prior to Teapot Dome. In this Blackmer had made fat profits on which he had paid no taxes. As investigators applied the heat he fled the country.

During his 25-year exile, which was lightened by a second marriage and some high living in France, Blackmer paid the U.S. $3,671,065 in back taxes and $60,000 penalties. In return the government moved to drop charges against him when he was arraigned last week in Denver. But the federal judge in the case was not yet ready to forgive. He insisted that Blackmer plead guilty to tax evasion, and there seemed to be a chance that Blackmer might not spend his last years in peace but in prison.



AT TIME OF SCANDAL Blackmer was a fine figure of a financier, spent money at rate of $500,000 a year.



IN DENVER COURT Blackmer (*left*, in group standing) faces judge and finds that case will not be quickly quashed. There are six charges—two for tax evasion, four for perjury connected with it. Latter are still pending.

CONTINUED ON NEXT PAGE

Fine 8-Day Alarm Clock Has Quiet Tick–Cheery Alarm–Ivory Enamel Case–$4.50



• WAKE UP AND SMILE every morning with this 8-day Alarm Clock. SENTINEL LIBERATOR has easy-to-read modern dial and alarm set, beautiful hands, clear bell alarm. You need wind this beauty only once a week. Only $4.50!



SENTINEL AUTOCRAT Pocket Watch is sturdy and reliable, with chromium plated case, outside black enamel numeral dial, rotary second indicator. A popular favorite, $2.75.



SENTINEL PRINCESS miniature Alarm Clock, only 3¼" square. Case is gleaming ivory baked enamel. One wind for time and alarm. Plain dial, $2.50. Radium dial and hands, $3.50.



SENTINEL CAMEO Wrist Watch has smart case with 10 kt. rolled gold plate front, stainless steel back. Pigskin strap, $5.95. Chrome front, stainless steel back, yours for only $4.95.



SENTINEL COMET is new 1-day Alarm Clock at lower price. Lovely ivory "Styron" case, strong and durable. Legible silver and cream dial, clear bell alarm. A big value–$2.25.

What's Behind Ingraham Sentinel Clocks and Watches?

• The E. Ingraham Company is one of the world's oldest and largest makers of clocks and watches. Into Sentinels go the long experience and craftsmanship of over 2,000 skilled American men and women, the "know-how" of 118 years.

That's why popular-priced Sentinel Clocks and Watches keep time and will serve you long and well.

Send for free picture folder of Sentinel Clocks and Watches

THE E. INGRAHAM COMPANY
Bristol, Connecticut
Established 1831

In Canada—Toronto 14, Ontario

Prices plus taxes, subject to change, slightly higher in Canada





TEAPOT DOME FIELD, as it looked in '20s, was a drab collection of administration buildings and oil derricks (on horizon) in Wyoming. It contained nul-



FALL AND DOHENY (*left and center*) were tried and acquitted of conspiracy charges in 1926. In 1929 the Secretary of the Interior was convicted of taking a $100,000 bribe, but Doheny was declared innocent in 1930 of giving it.



FALL AND HARDING went fishing in Florida in 1921 just before Harding began his ill-fated term. Left to right are: future Secretary of Interior Fall,



lions of barrels of oil which were being held as a reserve for the Navy. Fall secretly leased this reserve to Sinclair, got $260,000 in Liberty bonds from him.



FALL AND SINCLAIR, shown during trial, both went to jail. Fall served nine months of a one-year sentence for accepting a bribe, was released and died in disgrace. Sinclair served six months on two contempt charges, is still alive.



Senator Joseph Frelinghuysen, Harding, future Under Secretary of State Henry P. Fletcher, Dr. Albert Ely and future Attorney General Harry Daugherty.



But yes!

WONDERFUL THINGS HAPPEN
when you wear the enchanted fragrance of

mais Oui

PRONOUNCED "MAY WE"—MEANS "BUT YES!"

Wear it . . . and feel more desirable instantly! Mais Oui is the perfume with the power to change a woman's whole personality.

Give it . . . Compliments masculine taste . . . flatters feminine loveliness . . . Mais Oui is a cherished prize in every size!



Perfume . . . . . $12.50 to $2.00
Purse Flacon of Perfume . $1.00
Eau Parfumee $2.00, $1.25, 75¢
All prices plus tax

BOURJOIS



GUARD AGAINST THROAT-SCRATCH

enjoy smooth smoking

PALL MALL's
greater length of fine tobaccos
travels the smoke further...
filters the smoke
and makes it mild

Don't let throat-scratch spoil your smoking enjoyment. You guard against it when you smoke PALL MALL. For PALL MALL's greater length travels the smoke further on its way to your throat—filters it naturally through PALL MALL's traditionally fine, mellow tobaccos—guards against throat-scratch.

Let your throat enjoy smooth smoking. PALL MALL's fine tobaccos give you a smoothness, mildness and satisfaction no other cigarette offers you. Ask for PALL MALL—the *longer, finer* cigarette in the distinguished red package.



Copr., American Cigarette and Cigar Co., Inc.

PUFF BY PUFF... YOU'RE ALWAYS AHEAD

Take 5 puffs ... *or 10...* ... *or 17...* when you smoke PALL MALL



Puff by Puff ... *You're Always Ahead*

Study the puff chart! At the first puff, PALL MALL's smoke is filtered further than that of any other leading cigarette. Moreover, after 5 puffs of each cigarette—or 10, or 15, or 17—PALL MALL still gives you a longer, natural filter of fine tobaccos—guards against throat-scratch.

Outstanding—and they are mild!



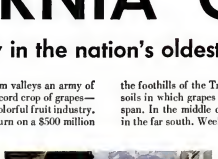
THE WORLD'S LARGEST VINEYARD (5,000 ACRES), IN CALIFORNIA'S CUCAMONGA VALLEY (ABOVE), PRODUCES ZINFANDEL AND MATARO GRAPES FOR GARRETT & CO.

CALIFORNIA GRAPES

They grow abundantly in the nation's oldest and richest vineyards

This month in California's cool uplands and warm valleys an army of scissors-wielding farm hands is harvesting a near-record crop of grapes—this year's bounty from the state's oldest and most colorful fruit industry. For California the bumper harvest will be a rich return on a $500 million capital investment. The state now supplies 93 of every hundred tons of grapes marketed in the U.S., 90% of all native wines and the entire output of American raisins. It produces 129 different kinds of grapes commercially, and this year's crop is expected to reach a total of 2.87 million tons. New York, which is next in importance as a grape state, will harvest a relatively meager 50,700 tons.

As with so many aspects of its economy, California owes its ever-expanding success in grape production as much to its fabulous weather as to the industriousness of its citizens. Grapes for table use must be lush and juicy and pleasing to the eye. Raisin grapes must be soft in texture and seedless. To grow properly, these require carefully controlled irrigation and a long, hot, rainless growing season, such as is found in California's southern and central counties. Grapes used for the highly prized fine wines are sensitive and hard to grow. They need the cool climate and natural rainfall found in the north. And from the Imperial Valley in the south to the foothills of the Trinity Alps in the north, California has a variety of soils in which grapes thrive. This bountiful harvest covers a five-month span. In the middle of June the first-ripening table grapes are gathered in the far south. Week by week thousands of seasonal workers follow the vineyards northward until the harvest of wine grapes is completed in early November. From this luxuriant yield of fruit, ranging through a rainbow of colors from white and yellow to red and deep purple, will be pressed some 140 million gallons of wine.



BULLDOZER TUMBLES GRAPES ONTO WINERY CONVEYOR

These low-growing, rich-bearing California vines are a living link with mankind's earliest recorded history. The state's grape industry stems almost entirely from the sturdy species known as *vitis vinifera*, a strain described in the Bible and probably first grown in the area of the Caspian Sea. For countless centuries this stock supplied all of the grapes grown by man wherever he migrated. Through Asia and Europe men carried the grape plant with their most treasured possessions. It came to California in the 1770s when farseeing Franciscan padres introduced some grape cuttings from Mexico. In a real sense this memento of the Spanish conquistadors has helped fill California's cup to overflowing. To see present-day grapes which have sprung from this ancient vine, turn the page.

CONTINUED ON NEXT PAGE

WINE GRAPES



GAMAY

The Gamay thrives only in cool, hilly, upland country and it yields a smooth, red Burgundy-type wine.



PINOT BLANC

This grape, used in making some of the finest California champagnes, also makes a light, white wine.

TABLE GRAPES



FLAME TOKAY

Sweet in taste, rich in color, it is a familiar fixture in fruit salad. Because of its thick skin, it is easy to ship.



THOMPSON SEEDLESS

A table favorite, it outsells all the others, makes most of world's raisins and goes into neutral white wines.

Copyrighted material



RIESLING

The true Riesling, an aristocrat of grapes, makes a famous white wine. This is a good California version.

SAUVIGNON BLANC

One of the best white wine varieties, it makes a Sauterne, is often mixed with wine from Semillon grape.

ZINFANDEL

A mystery among grapes, its exact origin in Europe is not known. It yields a red wine, is widely grown.



RIBIER

It was rare commercially in U.S. 15 years ago, grows more popular yearly, now ranks sixth in production.

OLIVETTE BLANCHE

Known as "ladyfingers," these graceful grapes are thin-skinned and hard to ship but are sweet to taste.

RED MALAGA

Since it ripens earlier than other red grapes, it beats Tokays to market, enjoys an early-season demand.

Millions of bottles are bought
by men who like that

clear clean taste



Taste is funny! If we used half the words in Webster's Dictionary trying to explain PM's "clear, clean taste" we just couldn't do it! So we turned to the painter's brush . . . and, here's the story in a nutshell. This p.m. order PM . . . and know why each month so many millions of men are buying PM for that "clear, clean taste".

PM

BLENDED WHISKEY

National Distillers Products Corporation, New York, N. Y. Blended Whiskey. 86 Proof. 67½% Grain Neutral Spirits.



HUGE ARCH AND TROPICAL VEGETATION DRAMATIZE THE FRONT OF THE BALDWIN THEATRE. MANY ARCHITECTURE STUDENTS WERE AMONG THE EARLY AUDIENCES

A MODERN THEATER

It is cheap to construct and gets 1,800 people in a third less space

In recent years the threat of television, the challenge of the drive-in theater and the high cost of building have held down movie theater construction in the U.S. Recently in Los Angeles' Baldwin Hills district a new, strikingly modernistic theater was built which could reverse this trend. Designed by Lewis Eugene Wilson, who says it is the world's first commercial building made solely of laminated wood, the Baldwin because of its arched design encloses a third less space than a conventional 1,800-seat theater. Consequently it cost only $290,000 to build instead of an average $400,000 and it is proportionately cheaper to heat and ventilate. The Baldwin's early audiences found its decor pleasantly undistracting, its acoustics excellent, its facade (*above*) exciting. Theater owners were also impressed. Architect Wilson says he has orders to build four more similar movie houses.

CONTINUED ON NEXT PAGE





PAN-FRIED FISH WITH SPANISH SAUCE

1 pound quick-frozen or fresh fish fillets
Flour, salt, pepper, paprika
4 tablespoons butter or other fat
¼ cup chopped onion
1 teaspoon flour
½ cup Snider's Catsup
½ cup water

Thaw and separate fillets, roll in flour seasoned with salt and pepper, and sprinkle with paprika. Fry in butter in heavy skillet 10 minutes, or until done, turning to brown both sides. Remove fish from skillet. Keep hot. Sauté onion in fat remaining in skillet until lightly browned. Add flour and blend. Then add catsup and water gradually and simmer until slightly thickened, stirring occasionally. Arrange fish on hot platter and cover with the sauce. Serve with new potatoes, buttered and sprinkled with chopped parsley. Makes 4 servings.

FANCY QUALITY
LOW PRICE





Stock up now at your Food Store's
BOUNTIFUL HARVEST SALE!
Snider's Catsup • Chili Sauce and Cocktail Sauce too!

Products of General Foods

Copyright 1949 by General Foods Corp.



QUONSETLIKE design of the theater is shown in scale model, held by Architect Wilson. Low and wide in front (*left*), it rises and narrows toward stage.



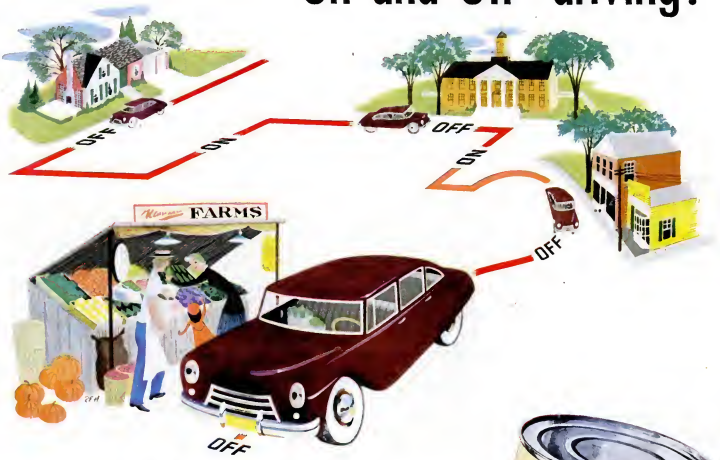
INTERIOR is simple. Roped seats are loges. Having more ceiling than walls, construction was cheaper because union scales put premium on wall building.



TROPICAL VEGETATION is virtually the only decoration in the theater. Ordinarily a theater of this size would allot $15,000 to $20,000 for decoration.

Most engine wear caused by

Acid Action from "On and Off" driving!



Unique "X" Safety Factor in Shell X-100 Motor Oil Counteracts Acid Action

You may have thought it's friction that causes the most engine wear. Now it is known that this is *not* so!

It's *Acid Action*—chemical etching of engine parts that takes place in the low operating temperatures of today's "On and Off" driving!

In your short trips about town, to school, to the bank, to the market—your engine is intermittently "On and Off"... runs for brief periods of time only. Hence it seldom warms-up to efficient operating temperatures. It runs "cold." In these short "On" periods, combustion may be incomplete and partially burned fuel gases and moisture attack the smoothly polished metal surfaces *chemically*. It's this biting *Acid Action* that accounts for up to 90% of your engine's wear.

Shell Research worked all out on this problem . . . developed a unique "X" safety factor to combat *Acid Action*. Now, 2½ million miles of road testing—and millions of miles of use by motorists—prove conclusively that with this "X" safety factor *Acid Action* is effectively counteracted—engine life is prolonged.

This triumph of Shell Research—another Shell "first"—comes to you only in Shell X-100 Motor Oil. This oil, long famous for its ability to protect your engine under the stresses of sustained high speeds and extreme driving conditions, now has this added protection for every mile you drive.

Let your Shell Dealer drain, flush and refill your crankcase with Shell X-100 Motor Oil today.



It's Incomparable!





MULLEN ADJUSTS HIS BREATHING APPARATUS WHICH SUPPLIES OXYGEN

WALKING THROUGH FIRE

The Navy tries out its new flameproof suit



SUIT HAS FIVE LAYERS

For years the U.S. Navy has needed a fire-fighting suit which could be worn for rescue work in fierce 2,000° gasoline fires on aircraft carriers. Last month the Navy thought it had what it needed: a suit made of four layers of specially treated Fiberglas and one of wool. To test it the Navy's top fire fighter, Lieut. Commander Albert Mullen, donned the suit and, after climbing ladders and working with tools to prove it flexible, strolled through the gasoline fire shown on the opposite page. He was safe until he "rescued" a gasoline-soaked asbestos dummy and started to carry it out. Suddenly he dropped it and began to hop with pain. Assistants ripped off the suit (*next page*), found that the flaming dummy had frayed his trouser leg and ignited the wool lining. The accident, however, did not keep Mullen from going back into the fire with another suit or the Navy from thinking it was close to solving its problem.



FINAL CHECK is made on suit's airtightness before Mullen goes into fire. Shut off from outer noise, he must read assistant's lips for instructions. Oxygen apparatus makes suit bulky. In fire, temperature inside suit reached 130°.

← FIRE-FIGHTER MULLEN MARCHES THROUGH THE FLAMES

CONTINUED ON NEXT PAGE

WESTCLOX ANNOUNCES A NEW SMALL ELECTRIC ALARM...AT A LOW PRICE!





Really something to crow about! Small (only 3¼" tall) Bantam is so handsome he would all but strut if he had legs! Alert—he will challenge you (and win) if you try to sleep through his clear toned bell alarm! Beautiful moulded plastic case, in lustrous ivory finish. Clean cut brown numerals and hands, unusually easy to read. Self-starting. Here's an exceptional electric alarm value at a low price . . . *Westclox* quality only $3.95

Price quoted does not include tax and is subject to change.

WESTCLOX*

Electrics

MADE BY THE MAKERS OF **BIG BEN*** *Products of* **GENERAL TIME** *Corporation*

GT GENERAL TIME

WESTCLOX, La Salle-Peru, Ill.; in Canada, Western Clock Co., Ltd., Peterborough, Ont. *Trade Mark Reg. U. S. Pat. Off.

Giving a Party?



Your Barman in a Bottle (HUGH BLINE) will help you make perfect drinks!

■ Don't do it the hard way. *Do it the Heublein way!*

Serve better cocktails, with less work. Made of the finest liquors by *cocktail specialists*. Ready mixed. No fuss. No waste. Just stir with ice and serve.

EIGHT KINDS

MANHATTAN, *65 proof*
DRY MARTINI, *65 proof*
GIBSON, *75 proof* *very dry Martini*
SIDE CAR, *60 proof*
DAIQUIRI, *60 proof*
OLD FASHIONED, *70 proof*
WHISKEY SOUR, *60 proof*
STINGER, *65 proof*

G. F. Heublein & Bro., Inc., Hartford, Conn.

HEUBLEIN'S® Club COCKTAILS

Fire-fighting Suit CONTINUED



HELMET IS PULLED OFF by his helpers as Mullen, who has dashed out of the flames, doubles up in pain from burn. They nearly pull him off his feet.



"GET ME OUT!" yells Mullen as soon as his oxygen mask has been ripped from his face. Someone has already begun to hack at his trouser leg with a knife.



OINTMENT SOOTHES a first-degree burn on Mullen's leg. Said he, "The suit had been worn 15 times and was old. But it's still the best suit ever made."

Kodak

Keep "Family History" in snapshots

Day-by-day events become so hazy, after a little while, unless you use your camera. With snapshots, you never forget!

That's why you want your camera ready, and two or three rolls of Kodak Film on hand. And extra prints for family and friends are always welcome . . . Remember, the snapshots you'll want tomorrow, you must take today.

EASTMAN KODAK COMPANY, ROCHESTER 4, N. Y.

For black-and-white snapshots—
Kodak Verichrome Film

For full-color snapshots—
Kodacolor Film



Your favorite snapshot makes the most personal Christmas greeting card—order now from your dealer

"KODAK" IS A TRADE-MARK

Longer nights ahead! Children going back to school!

GENERAL ELECTRIC'S ANTI-

If you're pestered by Bulbsnatching problems like these . . .



TYPICAL BULBSNATCHER

. . . guilty look and all! And no wonder! Robbing one light socket to fill another always leads to mischief—like that you see shown here. Silly, when G. E. makes it so easy to keep spare light bulbs on hand.

DARK STAIRWAY SURPRISE

Now she remembers! She "borrowed" that bulb from the cellar stairs for the hall closet. Maybe next time she'll keep spares on hand.



STRANGE FACE IN THE MIRROR

When you squint to see your own nose, it's a good time to reflect that bulb-snatching's more than a nuisance—it can lead to crow's feet too.





COOKING GOING TO POT

If the little woman's kitchen wonders are suddenly turning into kitchen blunders, check the lights! Maybe she can't tell sugar from salt.



UNPOPULAR CARD TRICK

It's easy to make people think spades are hearts when you make them play without enough light. But can you make 'em *like* it?



PUZZLE: FIND THE DUNCE

If small fry is bringing home zeros, don't be too sure *he's* to blame. Have you checked his study lamp? Maybe it's the bulb that isn't bright, not the boy.

More entertaining at home! TIME TO JOIN UP WITH –

-BULBSNATCHING DRIVE!

. . . see your G-E lamp dealer now and solve 'em like this!

THE surest cure for bulbsnatching is to keep plenty of right-size General Electric lamps on hand. And that's easier than ever with G.E.'s new 4-Lamp Package. So see your G-E lamp dealer NOW — during General Electric's Anti-Bulbsnatching Drive.





KEEPS STAIRWAYS FROM BEING YOUR DOWNFALL

Things will be brighter when you have a good supply of G-E 60-watt lamps for hallways, closets, porches and basements. Only **12¢** Plus Tax



BETTER ON THE FACE OF IT!

For make-up, for bridge or reading, the 100-watt bulb gives you *extra* light for *little* extra money. Only **15¢** Plus Tax



HELPS COOKING COME EASIER

Kitchen chores go faster—with fewer mistakes—in the clear, revealing light of G-E fluorescent lamps. **$1** 40-watt tube . . . only Plus Tax



MAKES STUDENTS BRIGHTER

A General Electric 3-lite bulb gives you your choice of lighting levels. 100-200-300-watt . . . only **60¢** Plus Tax

You can put your confidence in—

GENERAL ELECTRIC



Scotties* are softies!

Scotties are "softies" on your skin and pure white-white. Yet, marvel of marvels, they have the 2-way strength you want for practical use. You don't poke a finger through a Scottie when you "blow." And when you remove make-up a Scottie doesn't crumble. Scotties are "thrifties," too. Find out for yourself how economical these soft white tissues are. Compare Scotties' value with all others.

* another tissue by **Scott** that's "soft as old linen"

"Scotties," "soft as old linen," Reg. U. S. Pat. Off.

WHITE-COLLAR COWBOY

City man quits desk job to try precarious business of dude ranching

Last month Ray Kent, 38, was a promotion manager in the St. Louis office of the General Electric Company. This week he is happily puttering about on an 80-acre dude ranch in a wild section of Arizona. He hopes he will stay there for a long time.

Back in St. Louis, Kent thought he was working too hard. The early deaths of a couple of friends worried him. He was fed up with city life. So he and his wife Ruth took a trip west, looked over a slightly run-down ranch near Willcox, Ariz. and decided to pull up stakes and start all over again as ranchers. The fact that Ray had never been on a horse (*p. 81*) did not deter him. He quit his job, sold most of his clothes and furniture, said goodby to his envious friends and started west, he in an old van he had bought and his wife and girls in a new station wagon.

The van broke down a dozen times on the way, and it took the Kents seven grueling days to make the 1,500-mile trek. But though they had only one paying guest when they arrived and saw that nearly everything needed fixing, they were too excited to worry. They arranged for the girls to enter a one-room school and Ray rode around to meet his new neighbors. He wrote a friend in St. Louis, "Howdy podnah! I've got no more knots in my stomach."

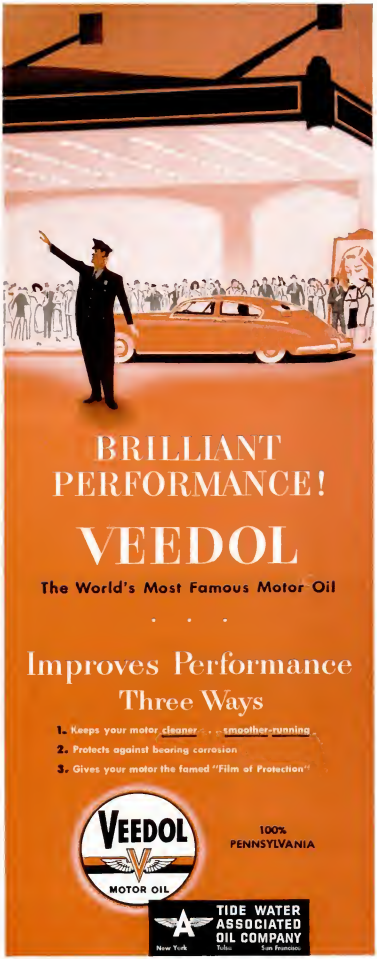


THE KENTS STAND IN FRONT OF ST. LOUIS HOUSE



A FRIENDLY PICKET is spotted by Kent and his wife (*center*) as he parades up and down the sidewalk with an umbrella expressing his envy. Other friends on lawn came by to help pack and do Mrs. Kent's last washing. In driveway are moving van, which Kent bought for $300 to save cost of shipping furniture, and new station wagon.

CONTINUED ON NEXT PAGE





FLASH FLOOD caused by heavy rain traps Kent's truck on last lap of trip. When water reached floorboards Kent got out and held umbrella given him by picket. Repairs en route more than ate up $200 he hoped to save by buying van.



SILVER SPUR RANCH, Kents' new home, is near entrance to Arizona's Wonderland of Rocks. Formerly a CCC camp, ranch is about 40 miles from nearest town. Kent has contract to run ranch, hopes to buy it out of profits.



A COWBOY AT LAST, Kent shows off new Stetson to his laughing wife. He plans to hold cowboy dances for guests and neighbors in ranch recreation hall. Ranch is strictly for dudes, has picnic grounds and ping pong but no cattle.

CONTINUED ON PAGE 81



Have you ever stopped to think that Beautyrest . . . even with its *luxury rest*. . . costs less to own than so-called "bargain" mattresses?

Beautyrest, you know, is guaranteed for at least 10 years. (Most other mattresses are not guaranteed at all.) Beautyrest is $39.50, bringing it down to only $3.95 a year. Or just about 1½¢ a night.

And think of this... Beautyrest *keeps* on giving you heavenly comfort long after "cheaper" mattresses are worn out. See Beautyrest—at any leading store—*today!*

MAKE YOUR BEDROOM A LUXURY ROOM WITH BEAUTYREST... ABOUT 1½¢ A NIGHT!

NOW! SEE *INSIDE* THE MATTRESS YOU BUY!
New X-Ray Mattress Demonstrator at leading stores.





1. Water-glass test demonstrates unique Beautyrest construction! No spring touches any other. *They can't force each other down*, so water glass won't tip. 837 Beautyrest springs support you *firmly, restfully!*



2. Scientific "Tarture-Tester" proves Beautyrest durability in United States Testing Co. Laboratories. Beautyrest outlasts any other mattress tested two to one—takes 740,744 *more* blows.



Her Beautyrest is still luxurious after 12 years

12 years ago, Mrs. A. F. Hempfling, of Silver Springs, Md., bought a Beautyrest. In a recent interview, she reported as follows on how her Beautyrest lived up to the promise of *luxury* rest and durability.

SIMMONS: Are you satisfied with the length of service your Beautyrest has given you?

MRS. HEMPFLING: Very satisfied. We still sleep wonderfully on it—and it has *years* to go.

SIMMONS: How did the no-sag edges hold up?

MRS. HEMPFLING: Well, as you see, there's still not a sag anywhere.

SIMMONS: How did you happen to choose a Beautyrest 12 years ago?

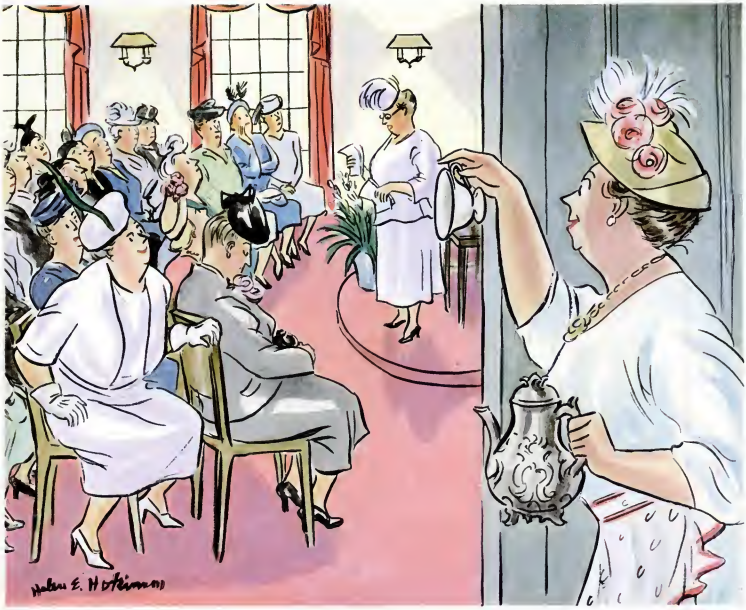
MRS. HEMPFLING: It was recommended to me by a friend. She said it was the most *economical* mattress to own. It gives so many extra years of service, I agree one hundred per cent. The cost of Beautyrest is actually low for such quality!

From us to you: The best mattress is the best buy! The best buy is Beautyrest!

Only SIMMONS *makes* BEAUTYREST*

Another quality product from the House of Simmons... the greatest name in sleep.

*TRADE-MARK REG. U. S. PATENT OFFICE. COPR. 1948 BY SIMMONS CO., NOBLE, HART, CHICAGO, ILL.



Everybody knows the sign of good coffee



Who could resist such an invitation? To any true coffee lover it's a promise of *complete* coffee enjoyment . . . of the truly "Good to the Last Drop" flavor that has made Maxwell House world-famous. And when refreshments are more officially served, this fragrant, flavor-rich coffee will meet with unanimous approval, for it is America's favorite—bought and enjoyed by more people than any other brand, *at any price!* Whenever, wherever, this tremendously popular coffee is served it is sure to please, for Maxwell House is *always* among friends.

TUNE IN . . . "Father Knows Best" . . . delightful family comedy starring Robert Young . . . NBC, Thursday nights



Products of General Foods



Maxwell House . . . the one coffee with that "Good to the Last Drop" flavor!



KENT MOUNTS HORSE gingerly for the first ride he had ever had. First he had Dick Spalding, his hired hand (in hat), show him how it should be done.



KENT'S WIFE WATCHES tensely while her husband trots around ranch, slowly gaining confidence. Boy at right was only guest when the Kents arrived.



KENT THANKS HORSE for a smooth ride. He wants to learn riding in a hurry so he can conduct guests on horseback into rocky country near ranch.

CAVALCADE OF SPORTS

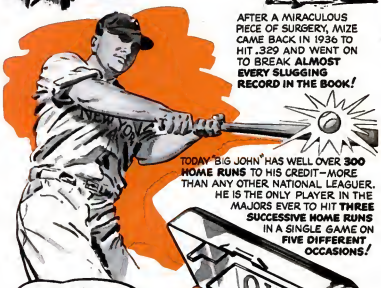
...Johnny Mize



PLAGUED BY INJURIES JOHNNY WAS "ALL THROUGH" AS A PLAYER IN 1935— **14 YEARS AGO!**



AFTER A MIRACULOUS PIECE OF SURGERY, MIZE CAME BACK IN 1936 TO HIT .329 AND WENT ON TO BREAK **ALMOST EVERY SLUGGING RECORD IN THE BOOK!**



TODAY "BIG JOHN" HAS WELL OVER **300 HOME RUNS** TO HIS CREDIT—MORE THAN ANY OTHER NATIONAL LEAGUER. HE IS THE ONLY PLAYER IN THE MAJORS EVER TO HIT **THREE SUCCESSIVE HOME RUNS** IN A SINGLE GAME ON **FIVE DIFFERENT OCCASIONS!**

MONEY COULDN'T BUY MY **GILLETTE SUPER-SPEED RAZOR** IF I COULDN'T GET ANOTHER. IT'S THE HANDIEST AND SLICKEST-SHAVING RAZOR I'VE EVER OWNED!





$1.75 Value

Gillette Super-Speed Razor $1.00

And 10-Blade Dispenser In *NEW* Styrene Travel Case

INSTANT BLADE CHANGING... UTMOST SHAVING COMFORT... AND DOUBLE-EDGE ECONOMY—ALL THREE ARE YOURS **EXCLUSIVELY WITH GILLETTE!** SEE HOW EASY SHAVING CAN BE... AND HOW CONVENIENT! BUY THE ULTRA-MODERN **GILLETTE SUPER-SPEED RAZOR!**

1. Twist... it's open!



2. Zip... it's loaded!



3. Twist... it's closed!



Enjoy Gillette's Boxing Broadcasts Every Friday Night Over American Broadcasting Company



Boats on the Beach



Sunflowers



L'Arlesienne



Roulin the Postman

Vincent

VAN GOGH

The Dutch master of modern art has his greatest American show

The one great painter of modern art whose greatness Americans have never doubted, once they were thoroughly exposed to his work, is the Dutchman Vincent van Gogh. And the speed with which they have come to venerate him is one of the most extraordinary phenomena of modern painting. In 1934 Van Gogh was largely unknown outside art circles. But that year the book *Lust for Life*, by Irving Stone, was published. A sensational story about a sensational man, it sold sensationally. It was followed the next year by the first U.S. exhibition of Van Gogh, which started in New York and toured the country. Nine hundred thousand people came to see it. Its burning pictures were reproduced by the thousands and hung in homes many of whose owners had not and still have not heard of his contemporaries—Toulouse-Lautrec, Seurat, Cézanne—not to mention the living artists who drew so much from his powerful style. Since then Van Gogh has worn well. His *Boats on the Beach*, *Sunflowers* and *Postman (above and left)* are even more popular than they were 15 years ago.

This month Americans will get another chance to look at the works of their favorite modern. A superb show of 162 paintings and drawings, most of them little known outside of Europe, is opening at New York's Metropolitan Museum and will then go to the Art Institute of Chicago. Prominent in the exhibit will be 47 paintings from the world's largest private Van Gogh collection, that of the painter's nephew, Vincent W. van Gogh (*p. 87*), who inherited 200 canvases. What this inheritance is worth today has not been estimated, as the paintings have never been put on sale. But a first-class Van Gogh sells for more than $100,000, and his total output (about 1,600 paintings and drawings in 10 years) has been calculated to be worth $30 million. To Van Gogh these figures would be meaningless. During his life he sold only two pictures. He was glad to get $84 for them.

The Potato Eaters

Van Gogh painted his first pictures in a somber, socially conscious style like that of the French artist Daumier. This scene, done in Holland in 1885, at once caricatures and expresses his compassion for the poor peasants.



Vegetable Gardens

At Arles in southern France Van Gogh evolved the colorful, sweeping style that is a feature of his best-known work. He painted this landscape in 1888 and, as no artist had ever done, caught the full force of the midday sun.



CONTINUED ON NEXT PAGE



Woman with Tambourines

For two years (1886–1888) before going to Arles, Van Gogh lived in Paris where his work took on the freedom and warmth that the Impressionists had brought to French painting. There he did this remarkably expressive portrait of a hopeless, jaded Parisienne. He saw her at a sordid little cafe in Montmartre called the Tambourin, which catered to a lusty mixture of artists and gamblers. Van Gogh was a steady customer at the cafe, where the proprietress commissioned him to do some murals for the main room. But no sooner had he hung them on the walls than the cafe went bankrupt, and Van Gogh lost both his pay and his paintings.



The Cafe at Night

At Arles Van Gogh was so passionately absorbed that at times he forgot to eat. He slept in a shabby little house located around the corner from the cafe in the picture above, which he painted one autumn night in 1888. By then his style had burst into a splash of color and bold shapes as he groped to relieve the frustrations that churned within him. He became obsessed by the things he painted. Cafes, he said, are places, "where one can ruin one's self, run mad or commit a crime." And of the stars, he wrote to his brother, Theo, "Why, I ask myself, should the shining dots of the sky not be as accessible as the black dots on the map of France?"

CONTINUED ON NEXT PAGE



The Cypresses

In the spring of 1889 Van Gogh strained his mind and his art to their limits. His mind broke and, in his famous fit of rage, he cut off his right ear, wrapped it in a piece of canvas and then laid it at the doorstep of a brothel in Arles. Confined in an insane asylum at Saint-Rémy, he still experienced many lucid moments in which he went on painting. Standing at the window of a bare little room he was given to use as a studio, he did these cypress trees with their leaves licking upward like flames. "The cypresses are always occupying my thoughts," he wrote, "it astonishes me that they have not yet been done as I see them—the cypress is as beautiful in line and proportion as an Egyptian obelisk." In his frenzied pictures of these trees Van Gogh carried his art to its strange and tumultuous end.

SOUVENIRS FROM A TORTURED LIFE

For Vincent van Gogh living was a fearful agony. There are still people alive and places standing that recall his agonies—the son (*below*) of Van Gogh's loyal brother, the Dutchmen who as boys knew Van Gogh and thought him a very queer man, the scenes of the artist's last mad days (*p. 90*). The legends have begun to cluster around these reminders, which were photographed exclusively for LIFE by Peter Pollack of the Chicago Art Institute, but none of them can match the facts of the sensitive, passionate artist's life.

A moody, unpredictable Dutch boy, son of a clergyman of Zundert, Van Gogh went to work in 1869, at the age of 16, for an art dealer in The Hague. For four years he faultlessly performed the chores of a clerk. But after he was transferred to the London office, the even ways of his life were shattered. He fell in love with his landlady's daughter and impetuously blurted out a proposal of marriage. The girl merely laughed at him. Humiliated and rebellious, Van Gogh stormed to work the next day and, instead of flattering his customers on their artistic purchases, he bluntly informed them that they had chosen the worst trash in the shop. After more of such episodes he was fired. The pattern of his life had begun to take form: constant struggle with himself to express the full power of his feelings. He decided to become a clergyman and took a post as lay preacher in the dismal coal-mine districts of the Borinage in Belgium. His sermons were strange and halting, but they resounded with the love of men which he himself demonstrated. First he gave away his meager pay to the miners, then his food, clothes and finally his bed. The poor people of the Borinage respected their young preacher. But the evangelical authorities in Brussels were not pleased with his activities. On the grounds that he had lost his respectability, they canceled his right to preach.

Bitter, Van Gogh sulked, wandering aimlessly through the drab, wretched villages. Then one day he happened to draw a sketch of a miner. Excited by what he had done, he frantically made more sketches and then wrote his brother Theo, who worked in an art firm in Paris, to send him reproductions of paintings he could copy. Theo, the one member of the family who still had faith in Vincent, not only complied but later also offered to send him an allowance of 100 francs a month. Wildly elated, Van Gogh at the age of 27 left the black hole of the Borinage to learn the art of painting in Brussels.

Van Gogh suffered with his art as he had with his preaching. Poring over textbooks, he struggled to teach himself the fundamentals of drawing and tried futilely to polish the roughness of his work, not realizing that this was its greatest merit. He rebelled against the formal training of art schools, and in one studio he suddenly smashed the plaster statue he was compelled to draw and ran into the street. His love affairs added to his unhappiness. He yearned for a wife, but no one would have him. Finally, in The Hague, he found a mistress whom he pitied more than he loved. She was a prostitute named Christina, who was pregnant and had another child as well. For almost a year they were happy in a squalid studio, but Theo's allowance was not enough for them. Christina began

CONTINUED ON NEXT PAGE



Van Gogh's Nephew

Son of Van Gogh's brother Theo, Vincent W. Van Gogh, 59, is a successful consulting engineer in Amsterdam. He also helps run the Vincent Van Gogh Foundation, which authenticates new Van Goghs that come to light, thus guarding against the fakes that have flooded the market. Here he holds a Van Gogh self-portrait which reveals a striking family resemblance.

Smart new



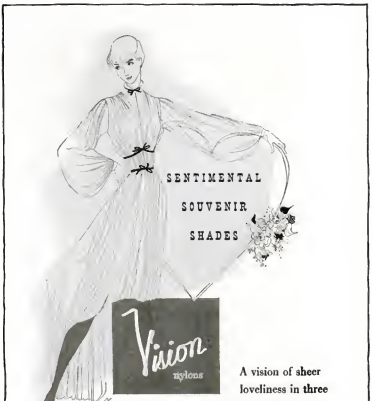
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with the wonderful comfort and superb all-over fit of "Your Footprint in Leather" ... A treasure at your feet*



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A vision of sheer loveliness in three Made-to-Measure lengths. Full-fashioned or "streak-free" seam-free. Made of du Pont nylon. Knit Products Sales Company, 350 Fifth Avenue, New York 1, N.Y.



"For heaven's sake, George, tell that man his travel cash would be even safer in American Express Travelers Cheques."

You can't lose! When you carry *American Express* Travelers Cheques, your travel funds are absolutely safe against loss or theft. No matter what happens to these cheques, you get a quick refund. And to spend *American Express* Travelers Cheques *anywhere* the only identification you need is your signature, because they're the most widely accepted cheques in the world.

Ask for American Express Travelers Cheques at Banks, Railway Express, and Western Union offices. Only 75¢ per $100... $50 or less, 40¢.

CONVENIENT AS CASH — 100% SAFE!

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MOST WIDELY ACCEPTED CHEQUES IN THE WORLD!





People Who Remember Van Gogh

These Dutchmen were young boys in Nuenen, where Van Gogh painted the best of his many peasant scenes. Johann de Looyer (*left*) used to get pennies for hunting up birds' nests for Vincent to sketch. Hendrickus Dekkers (*right*), another bird nester, recalls that Vincent offered him three drawings instead of cash, saying, "Keep these, they'll be valuable some day." Dekkers took cash.

VAN GOGH CONTINUED

to slip back into her former profession, and by mutual agreement they parted company. Soon after, Van Gogh joined Theo in Paris.

There, in the lively whirl of Montmartre, he learned the first principles of bright coloring from the Impressionists. He transformed Theo's neat apartment into a messy studio, where he painfully tried to incorporate the new theories into his own style. But he felt failure and, as he wrote to Theo, "I must start all over again. I must go down into the earth, naked once more. . . . Somewhere beneath an open sky I must find it at last." So he tidied up Theo's apartment, hung his own pictures on the walls and left as suddenly as he had come.

At Arles, Van Gogh worked harder than ever before. An awkward but arresting-looking man with flaming red hair and an enormous head which bulged over his brows and deep-set, glittering blue eyes, he sat out in the fields, hatless in the blazing sun. His eyes became bloodshot and his head ached. He invited the painter Gauguin, whom he had met in Paris, to stay with him and become his painting partner. The two never got along. Gauguin was analytical, sardonic, insulting; Van Gogh wildly hopeful, humble and friendly. They quarreled bitterly until, one evening at the Café Giroux, Van Gogh suddenly threw a glass of absinthe at Gauguin's face. Then, a few days later, Gauguin caught him stalking him with a razor. The next morning the police found Van Gogh unconscious in his room with his head wrapped in a bloody towel. He had cut his ear off and sent it to a prostitute.

Van Gogh's savage fits (which may have been a form of epilepsy) became more frequent. Finally, hooted at by the townspeople as a madman, he was forced to retire to an asylum. Once again Theo came to his rescue and placed him under the care of a doctor in Auvers, near Paris. But Van Gogh was haunted by the thought of another seizure. More, he felt he had been a liability long enough. So one afternoon in 1890 he borrowed a revolver on the pretext that he was going to shoot crows. Instead he went into a field and shot himself in the stomach.



Where the Potato Eaters Lived

During one cold winter Van Gogh visited the peasants' homes in the fields around Nuenen making sketches in preparation for his great painting *The Potato Eaters (p. 83)*. In the shack above he drew two of the gnarled figures who appear in the painting. Then he retired to his studio, which was located in a church, and completed the picture, one of the few of this early period that satisfied him.

CONTINUED ON PAGE 90

Swinging in the hammock after sixteen hours of travelling sounds dull! But not to Lt. Cmdr. Bill Hyer — when Betty Lewis sits next to him.



Their GOOD-BYE was just a BEGINNING

How romance came to a Woodbury Deb—

Another blind date with a Navy man. A friend of a friend of a girl friend. Betty Meriwether Lewis of Forsythe, Georgia, knew just what to expect.

He'd turn out to be handsome — Lt. Cmdr. Bill Hyer was! He'd be very presentable — Bill was! But he wouldn't be back! For Forsythe is no seaport.

It was a whirlwind success, their date. But when Bill edged closer in the hammock and whispered, "I'll be back soon," Betty smiled very politely. Same old story. But Bill came back. Down from New York to Georgia every other weekend. Sixteen hours' worth of traveling.

Betty reserved the garden for a sunny day — and they were married. When Bill kissed the satin cheek that matched her dress, he said, "Never more beautiful, Honey."

"Never less beautiful," Betty vowed, "if I keep faithful to my perfect skin care — Woodbury Facial Soap."





"I wish to stay as glowing as Bill thinks me," Betty whispered. "And to help the wish, I'll keep faithful to my Woodbury beauty routine. Its mildness means no 'skin-burn'."



He thinks Betty is a smooth-looking outdoor girl. And Betty means to stay that smooth. How? One way is with Woodbury Facial Soap. It has a smoothing beauty-cream ingredient!



She's learned to use the soap that won't burn her skin — Woodbury! Doctors tested Woodbury among women. Not one showed a trace of skin-burn, the roughened condition of skin robbed of its softening oils. Woodbury is extra-mild — contains an ingredient of rich face creams. Made by skin specialists. Now in bath, as well as face size, for your all-over beauty treatments.

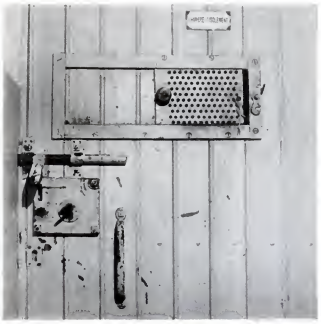
No "Skin-Burn" with Woodbury's Beauty-Cream Ingredient!



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PARK & TILFORD "RESERVE" 62½% GRAIN NEUTRAL SPIRITS 86 PROOF
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Where Van Gogh Was Locked Up

After his tragic fit of insanity at Arles, Van Gogh was taken away to the local hospital to have his ear treated. Thirty days later he became violent again and was locked in the hospital isolation chamber behind the steel door above.



Where He Was Strapped Down

Inside the isolation chamber Van Gogh was tightly strapped in this metal bed. He remained in confinement not more than three weeks and, on his release, immediately went out into the fields under the fierce sun to continue painting.



Where He is Buried

In the churchyard of Auvers-sur-Oise, 20 miles from Paris, are the graves of the two Van Gogh brothers. Theo, whose grave is at the right, was so broken up by the death of Vincent that he himself fell sick and died six months later.

For Your Table . . . World's Finest Dates—

Plump, Luscious Dromedary Dates!

They're the most wholesome "candy" you or the children can eat!

Only the choicest fruit . . . the plumpest, tenderest beauties . . . are packed by Dromedary. All others are discarded. Enjoy Dromedary! No other dates compare!





Hallowe'en Hits

THEY COST DELIGHTFULLY LITTLE . . . take almost no time to do!

STUFFED DROMEDARY DATES:

Already pitted, you simply fill with nuts, cream cheese, coconut or peanut butter. *Roll some in sugar.* Delicious too just as is . . . *"the candy that grows on trees"!*

"DATES-IN-BLANKET"

Stuff Dromedary Dates with nuts. Roll pie-crust dough *thin* (use packaged mix). Cut pieces 3" x 1½". Wrap dates. Brush pastry with cream. Bake 10 to 12 min. very hot oven (450° F). Frost if you like. Roll in chopped nuts. Makes 32 rich pastries, that melt deliciously on your tongue! *Must be* Dromedary *Dates. They're "juicy"!*

AND ENJOY YOUR DATES IN

salads, fruit cups, puddings, ice cream. In cakes, cookies, pies. *So* good with cereals, hot or cold.

And ready to serve:



DROMEDARY DATE-NUT ROLL

Just open the tin and slice this delectable "roll", loaded with crunchy walnuts and fruity Dromedary Dates. Makes deliciously *different* sandwiches, easy desserts!

Another easy-do:



DROMEDARY GINGERBREAD MIX

Most famous of *all* cake mixes, this rich, flavory gingerbread made from Washington's mother's treasured recipe! *Simply add water and bake!*



PASTEURIZED . . . for longer lasting freshness, extra-luscious flavor and healthful purity. Insist on DROMEDARY Dates!

Hotpoint's New

-with Swirlaway Water Action-
Gets Clothes Cleaner!



Hotpoint's Proved, Perfected Agitator Washing Principle Assures Brighter, Whiter Washes! Exclusive Wond-R-Dial Lets You Wash Your Favorite Way—Automatically!

SEE and compare the exciting new wonder-washer everyone is talking about—the beautiful Hotpoint Automatic which gives you the cleanest washes ever!

● **This amazing new** automatic washer combines such outstanding advantages as Swirlaway Water Action, Hotpoint's improved agitator washing principle and smooth, vibrationless, fluid-drive power! What's more, every feature of this brilliant washer has been *proved* and *perfected* by America's foremost home laundry planners. It's truly America's yardstick of supreme washer value!

● **Here's a washer** that's built to last! It washes your clothes gently and thoroughly, rinses them cleanly and spin dries them practically ready for ironing!

You'll prefer Hotpoint's clean, odorless, lifetime white porcelain tub that's so easy to keep spotless!

● **You'll want Hotpoint's** deep overflow rinsing, with fresh water constantly coming in so that used water is not recirculated through the wash! In any comparison, you'll choose Hotpoint's Wond-R-Dial control that lets you wash *your* favorite way—*automatically*—and saves hot water, saves soap, saves work.

● **A demonstration** will prove that this new Hotpoint, packed with features that America's housewives have asked for, has all the answers to your washing problems!

Hotpoint Inc.,* 5600 W. Taylor Street, Chicago 44

Hotpoint's Automatic Washer is a superior product of Chicago's finest resources.

See Hotpoint's Great New Front-Opening Dishwasher With Table-Top Work Surface, Electric Drying And Other Wanted Features!

No wonder it's called the greatest time and work-saving appliance ever invented for the home! Hotpoint's new dishwasher automatically washes, rinses, dries dishes—saves you seven hours of tiresome drudgery every week. And, what's equally important, it costs only a few pennies a day to operate.



Hotpoint's Amazing New Water Heater With *Magic Circle Heat* Gives Your Home Safe, Economical Hot Water Service!

All the hot water you want when you want it! That's what this new Hotpoint Automatic Electric Water Heater with sensational Magic Circle Heat is built to give you! What's more, it assures maximum economy and safety. Tank stores hot water and keeps it hot for as long as three days without reheating. Capacities from 30 to 82 gallons.

Automatic Washer



Look to Hotpoint for the finest··FIRST!



ELECTRIC RANGES—
World's leading range—packed with modern features, at the price you want to pay!



REFRIGERATORS—
Hotpoint—world's finest refrigerator—gives you great new convenience features, more all-around value.



ELECTRIC DISPOSALL®—
Grinds food refuse to a pulp and washes it down the drain, without odor.



CLOTHES DRYER—
Rain or shine—in any kind of weather—Hotpoint's Electric Clothes Dryer is fast, efficient, economical!



ROTARY IRONER—
You sit relaxed—*it* does the work! Gives you smooth ironing with professional finish.



FOOD FREEZERS—
Spacious—convenient—assure plenty of year-round, safe food storage at amazingly low cost!



QUALITY CABINETS—
A complete line of fine kitchen and laundry cabinets custom-matched for beauty and efficiency.



Everybody's Pointing To

Hotpoint

Quality Appliances

**A General Electric Affiliate*

ENJOY HOTPOINT QUALITY FOR THE PRICE OF ORDINARY APPLIANCES

3 easy Recipes

. . . to please!
please! please!



There are many fine brands
—these words on every bottle

Puerto Rican Rum

Light *and* Dry—*not heavy and sweet.*

PUERTO RICO INDUSTRIAL DEVELOPMENT COMPANY, SAN JUAN, P. R.



SEVEN HOLLYWOOD STARLETS AND AN EX-MODEL SIT FOR A TRANQUIL GROUP PORTRAIT BEFORE TURNING ON THEIR EMOTIONS FULL BLAST FOR AN ACTING TEST

EIGHT GIRLS TRY OUT MIXED EMOTIONS

LIFE photographer conducts an experiment to see if movie starlets' acting is as good as their looks

Hollywood is full of shapely starlets who display their charms frequently for cheesecake photographs but rarely get a chance to show off their acting ability. With this situation in mind, Photographer Philippe Halsman recently conducted an experiment. He got together a representative cross section (*above*) of the hopeful young females who live around movie studios and who have been appearing in bit parts and aspiring to bigger ones. One ringer, an ex-model (*p. 98*) whose acting had been confined to the portrayal of a lettuce leaf in a school play, was added just to keep the other girls on their toes. Each girl in turn was asked to react in pantomime to a sequence of imaginary situations: the approach of a monster; the telling of a funny story; a lover's embrace; and the tasting of a favorite drink. With cold impartiality his camera recorded their responses in the pictures on the following two pages, which show six of the girls in four reactions. There are some notable differences in the thinking of the girls. At the approach of a monster, Miss Nigh dissolves in sheer panic, Miss Maxwell seems disposed to put up a resolute counterattack, Miss Dalbert grabs a weapon of defense and Miss Soma stares in half-expectant fascination. LIFE's readers can judge for themselves whether the girls have anything to offer the movies besides their good looks.

CONTINUED ON NEXT PAGE


MONROE
DALBERT
SOMA
SEEING A MONSTER
HEARING A JOKE
EMBRACING A LOVER
TASTING A DRINK



CONTINUED ON NEXT PAGE

Stay on the light side
with
William
Penn



definitely light!

light on your tongue
light on your pocketbook

• For a truly light whiskey at its rich mellow best try William Penn Blended Whiskey—86 Proof. The straight whiskeys in this product are 4 years or more old. 35% Straight Whiskey, 65% Grain Neutral Spirits. Gooderham & Worts Limited, Peoria, Illinois.



THE BIG TANTRUM TEST

When Halsman asked two of the girls—one with some dramatic coaching and the other with none—to throw a tantrum, he quickly found out (*below*) how much difference even a little training makes, as the pictures below show. None of the eight girls qualifies as an experienced actress, but most have done some movie work. Cathy Downs played Clifton Webb's wife in *Dark Corner*. Polylingual Suzanne Dalbert played a pregnant coed in *The Accused*, and Jane Nigh plays Betty Hutton's roommate in *Red, Hot and Blue*. Lois Maxwell has appeared in three films while Marilyn Monroe (who is in the forthcoming Marx Brothers film *Love Happy*) and Laurette Luez (*bottom picture*) have each been in one. Ricky Soma is in Hollywood as a result of appearing on a LIFE cover (June 9, 1947), is under contract to David O. Selznick.



HOW TO THROW A TANTRUM is demonstrated by the untrained Miss Gardner (*above*) and Miss Luez (*below*). Ex-Model Gardner just couldn't get mad, but Actress Luez was quickly able to work herself into a towering frenzy.





completely washable gabardine

sport shirts in "brave" colors

22 "Honest Injun" colors! . . . Fall's biggest powwow
of gabardine sport shirt colors! Every one's *completely washable.*
Just use soap and water . . . and your Van Gab stays color-right, size-right.
For action, for relaxation, Van Gab is big Chief for looks.
Famous Van Heusen sewmanship . . . action-tailoring . . . new low prices.
Popular California Lo-No model—smart with or without a tie—now only **$4.95**
Van Trix pullover model, $3.95; Bib model, $5.95; Zipper model, $5.95. Tall man sizes, too.

Phillips-Jones Corp., New York 1, N. Y. Makers of
Van Heusen Shirts • Ties • Pajamas • Collars • Sport Shirts

Van Heusen

REG. U. S. PAT. OFF.

Van Gab sport shirts

"Brave" colors—22 of them!—in Van Gab Sport Shirts
Deep colors are safer washed in lukewarm water



Now is the



RICH, PURE CHOCOLATE

SMOOTH VANILLA CREME

SWEET, JUICY CHERRIES

Brach's DE LUXE MILK CHOCOLATE CHERRIES—choicest tender cherries delicately flavored with imported essences, are centered in cordialled vanilla creme. Heavily coated with a specially blended rich milk chocolate. 30 delicious pieces to the pound.

Brach's - AMERICA'S LARGEST SELLING CHOCOLATE CHERRIES

Brach's BITTERSWEET CHOCOLATE CHERRIES—thick bittersweet chocolate covers selected plump cherries centered in smooth, cordialled vanilla creme. Only the finest imported flavors are used. 24 tempting pieces to the pound.

time for

Brach's Chocolate Cherries



Treat your family



Treat your guests



Treat yourself





It's still the thing to do...

One of the happiest and most traditional moments in any bride's life is when her husband carries her over the threshold of her new home. To today's bride, her modern apartment or ranch house is the most beautiful home in the world...just as her Victorian cottage was to 1847's bride. Tastes may change, but the beloved traditions never do



COPYRIGHT 1946, THE INTERNATIONAL SILVER COMPANY, MERIDEN, CONN.

It's still the thing to own...

Today, as in 1847, more brides choose and cherish 1847 Rogers Bros. than any other silverplate.

And today's modern patterns in "1847" possess a perfection of balance, detail and finish, an extra height and depth of ornament usually found only in solid silver!

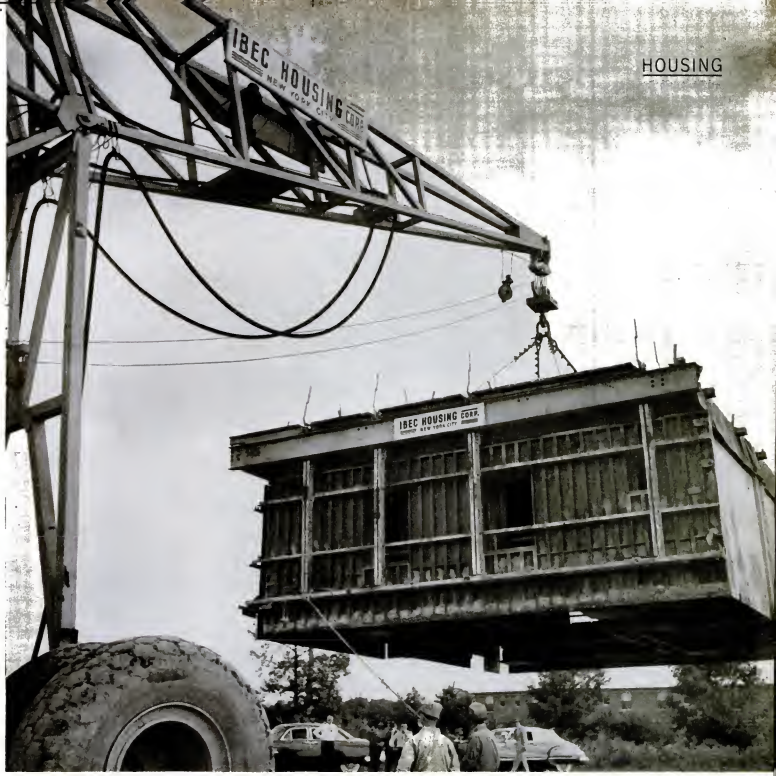
52-piece service for eight, $64.75, with chest. No Federal tax. Same price as in 1945!

1847 ROGERS BROS.

for 102 years

America's Finest Silverplate





35-TON CRANE LIFTS 35-TON STEEL WALL FORM INTO PLACE ON CONCRETE FLOOR OF HOUSE. WHEN IT IS IN PLACE THE CONCRETE WALLS WILL BE POURED

HOUSE BUILT LIKE A SIDEWALK

One-a-day rate is maintained on Rockefeller concrete home project

Neat concrete bungalows built more like highways than houses are being completed in Norfolk, Va. at the rate of one a day. From floor to ceiling the houses are built on the site by a mobile production line of converted road-building machines and a 35-ton derrick (*above*). Each of the 102 buildings is a two-family house, costs $10,000 to construct. When the project is finished each home will be rented to a Negro family for only $45 a month.

No fly-by-night experiment, the house was designed by the skyscraper architect Wallace Harrison (Rockefeller Center, U.N. Headquarters). The company which builds them—IBEC Housing Corp.—is financed by Philanthropist Nelson Rockefeller. Plans call for thousands of houses in slums all over U.S. and South America.

To build the houses workmen first pour concrete floor slabs into ground forms which contain pipes. Next the derrick lifts the steel wall form into place (*above*), where it is filled with special lightweight concrete. Then the concrete roof, already poured in a form on the ground, is hoisted on top of the house by the derrick. The house is now complete except for plumbing and lighting fixtures and paint.



ARCHITECT AND BACKER watch houses go up. Wallace Harrison (*left*) designed the house and Nelson Rockefeller financed the company which builds them.

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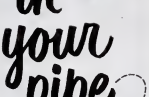
When your meerschaum starts to bite...



Put this



in your pipe



and smoke it!...

You'll discover extra pleasure in every pipeful of Briggs . . . It's a mild and mellow, super-satisfying pipe tobacco. And because Briggs is fully-aged in oaken casks . . . it has extra flavor you won't find in ordinary tobaccos. Try it today.

COPR. 1949 BY P. LORILLARD COMPANY
Also available in Canada



HOPPER POURS CONCRETE in wall forms through chute. Full height of walls is poured at one time from same position. Derrick lifts hopper into place.



LIVING ROOM measures 12 x 13 feet. Windows have metal sashes. Heater appears at left. Eight-inch walls of special concrete give excellent insulation.



VISITORS PEEK into completed house. Each half of the double house has two bedrooms, living room, bath, kitchen, space heater, stove and refrigerator.

TERRIFIC CROSLEY ENDURANCE TEST!



Here's proof of the amazing ruggedness of the new Crosley car! The Crosley Station Wagon (shown above during refreshment "refueling") completed on July 7, 1949, a continuous run of 50,025 miles—a distance of twice around the world—in 105 days and nights, averaging 45 miles per gallon of gasoline!

"This car was powered by the same Crosley CIBA (cast-iron block) engine which is now standard in all Crosley models," says H. A. McClellan, Crosley dealer, Jacksonville, Fla., who sponsored the test.

CROSLEY OWNERS—The history-making CIBA (cast-iron block) is now available for 1946 and later models. Exchange your old engine for a factory-rebuilt engine with new cast iron block, and new engine guarantee—only $89 (including Federal Tax), freight paid both ways! (Cost of removal and installation, about 5 hours labor time, extra.)

Order from your Crosley dealer today. For free literature on Crosley Cars and this offer, write Crosley Motors, Inc. 2530-EK Spring Grove Ave., Cincinnati 14, Ohio.

For a new thrill in motoring, drive the new Crosley Hotshot. See your dealer today for a drive-it-yourself demonstration. The famous 2-passenger Hotshot is America's own sports car.

CROSLEY



a FINE CAR.

"You see them everywhere."

ENHANCES SMALL BOSOMS!

The Padded Bra by Lovable



only $1.50

Wait till you see the miracle this smart plunging bra style performs...It's wonderful! Foam rubber pads are easy to remove, easy to launder.



BEFORE...AFTER

#930—Rayon satin, white, pink or black. Sizes 30 to 36, A-cup.

Lovable Brassiere Co., Dept L-10, 358 Fifth Ave., NYC 1

YOU'LL LOOK LOVELY, TOO, IN A Lovable BRA

As man's youth has gotten longer by decades, more and more men are taking a YOUNG man's care of their appearance!



EZIO PINZA, star of "South Pacific" and the Metropolitan Opera, is conceded to be the greatest actor-singer of his time. At 57, he has the build and bounce of an athlete, is repeatedly placed in national polls as one of the world's 10 best-dressed men. He is calm, cheerful, co-operative, totally *un*-operatic in temperament. He lives quietly in Rye, New York, plays an excellent game of bridge, loves roughhousing with his children, Clelia, 8, Pietro, 5 and with Larch, the family Dalmatian.

ESPECIALLY since the war. This trend toward THE YOUNG, HEALTHY LOOK took another jump upward as men came back... with the military's first-rate grooming habits more or less built in.

Clearly, once a man has acquired the habit of looking healthy, he tends to stay with it. For when you're looking your best... you feel young and healthy. There's a bang in just living.

"We rose from the ape, because, like him, we kept monkeying around," says James Harvey Robinson. Science experimented until it has added 16 years to your life just since your father's day. If you will take a few extra pains, you can splice that 16 years right into your middle youth!

It's sound business to take an extra minute, for example, over your shaving... make a kind of personal insignia of a scrubbed, out-of-doors skin freshness. Everyone enjoys looking at a man with that kind of face.

On this subject here's a new idea we believe you will want to try. Before you shave, give your face a good douse of steaming hot water. Your barber does it after you shave. But the news is: dermatologists say it does you double good to apply it before you shave. One, it brings up your own nourishing, renewing blood. Two, it softens hair for an extra-quick, clean shave.

But it's the everyday use of Williams Aqua Velva that will do the most to give you a look of healthy-skin freshness.

Regularly used, this circulation-rouser brightens and braces your skin as nothing else can.

SPECIAL PREPARATION TONES AND ACTUALLY SOOTHES YOUR SKIN

Williams Aqua Velva keeps your skin flexible and comfortable... its natural moisture intact. It lends first aid to scrapes or skin-breaks. It helps protect your skin from sun, wind, cold. And it keeps skin feeling soothed and happy by its tonic freshness—has a masculine scent.

Brush? No Brush? Electric?

Whichever you use, a preparation has been made especially to help keep you looking young and healthy.

SPECIAL PREPARATION FOR BRUSH USERS

Williams Shaving Cream offers your skin a new comfort—extract of lanolin—an emollient remarkably like that contained in all human skin. This extract is 25 times as concentrated as in plain lanolin, the well-known skin conditioner. Found only in Williams... it helps to keep your skin soothed, looking young and healthy.

SPECIAL PREPARATION FOR BRUSHLESS SHAVES

Creamy Williams Glider contains a special ingredient which softens your beard and enables the razor to cut your whiskers close and clean without scraping. Glider Brushless contains a highly refined, natural oil which leaves your face feeling smooth, looking young, healthy.

If you use a Schick, Remington, etc.... A SPECIAL BEARD CONDITIONER

Williams Lightning Lectric softens your beard so that it almost wipes off. It lubricates your skin. It prevents the sticky perspiration from slowing up your razor, leaves your face looking young and healthy.

After any or all shaving—The World's Most Popular After-Shave Lotion

Yes, any time you want a quick refresher... use Williams Aqua Velva. And never miss Aqua Velva after your shave.

Year after year, more men who like to keep their weight down, their hair on, their appearance up take to using Aqua Velva and other Williams shaving preparations. They take a young man's care of their appearance—they keep their youthful look longer—by decades!

Williams

TOILET PREPARATIONS FOR MEN

SIX GENERATIONS HAVE USED THEM FOR GOOD APPEARANCE



America's Favorite Television at the lowest price in history

The RCA Victor Special Anniversary Model

Never a better picture . . . never a lower price! Yes, here's that famous RCA Victor quality at the lowest price in history. Now, you and your family can enjoy the fun of the amazing television world . . . with bright, clear, steady pictures on a big 10-inch screen. Such superb quality . . . at such a low price . . . makes RCA Victor's anniversary *your* chance to celebrate. AC. RCA Victor 9T246.

$199.95†

Plus $1.12 Fed. Tax. Installation extra*

†Prices—subject to change without notice—are slightly higher in Far West and South.



You'll think you're at the scene when you watch television on this big 12½-inch screen. The handsome, period cabinet will add beauty to any home, too. And it's got all the RCA Victor features. AC. RCA Victor 9TC247.

$299.50†

Plus $1.36 Fed. Tax. Installation extra*

RCA VICTOR

DIVISION OF RADIO CORPORATION OF AMERICA

It's America's favorite television . . . and a miracle of modern entertainment! Pictures are *locked in tune* by the amazing RCA Victor Eye Witness Picture Synchronizer. America's favorite will be your favorite, too.

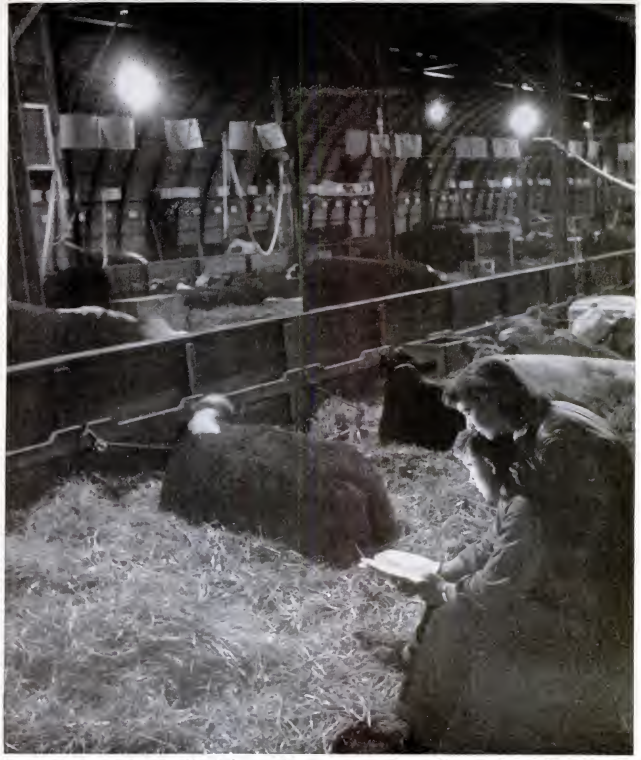
It's America's first! Yes, RCA Victor is first in television because RCA Victor brings you the finest quality at the lowest prices. Whether you choose a 10-inch screen or one the size of a full newspaper page, your best value is RCA Victor.

It's America's finest. RCA Victor offers you *direct factory service* with the optional RCA Victor Television Owner Contract. The reasonable fee covers *all charges for antenna, complete installation by RCA's own factory service experts* and *guaranteed performance.*

EYE WITNESS TELEVISION

WORLD LEADER IN RADIO
FIRST IN RECORDED MUSIC
FIRST IN TELEVISION!

Have you met "Kukla, Fran and Ollie" with Burr Tillstrom's wonderful characters? See them on your NBC television station.



IN A DARKENED BARN, SURROUNDED BY OTHER CONTESTANTS' CALVES, MORGAN MUGGE STUDIES 4-H RULEBOOK WITH HIS GIRL FRIEND BEVERLY MAURER

4-H FAIR

YOUNG IOWANS SPEND A TENSE WEEK SHOWING OFF CATTLE

PHOTOGRAPHS FOR LIFE BY LISA LARSEN

For one whole week last month there were more than 600 empty seats in the schoolrooms of Clay County, Iowa. Their occupants had all gone off to the Clay County Fair in Spencer where, as members of the county's 33 4-H Clubs, they were holding their own junior-sized fair within a fair. In three big Quonset-hut barns set aside for 4-H (which stands for Head, Heart, Hands and Health) the young farmers, aged 10 to 20, lugged sacks of feed to their livestock, stood loving vigil in the stalls at night (*above*), fussily arranged their cakes and preserves in the building reserved for the 4-H girls, and invested their section of the fair with an air of anxiety that turned almost to anguish at the crucial moments of judging and selling.

Spurred by the fair's standing offer of cash prizes and contest ribbons —but mostly by their own intense pride—the youngsters had spent nearly a year getting their livestock entries ready for competition. They had help from their parents in getting their nervous calves and fragile plates of cookies to the fairgrounds, but when they reached the show barns they were on their own. Before the fair was over, 180,000 people had seen their exhibits, and the 403 baby beeves and 257 market pigs they sold to the meat packers on the last day brought them a total of $133,769. There was a social side to the fair, but for the most part, as the pictures on the next eight pages show, it was a deadly serious climax to a year of hard work.

CONTINUED ON NEXT PAGE

THE ENTRANTS FIND SOME TIME FOR FUN



ON TRACTOR Mary Belle Schomaker, 14, shows a friend she knows how to run it. She talks learnedly about the merits of different makes of machinery.



IN CALF BARN Don Pierson takes a minute off from supervising his stock to tease Mary Belle with a water-filled balloon. It broke and doused her shirt.



UNDER GRANDSTAND during a slight shower a father keeps baby warm under blanket after watching daredevil drivers smash into each other in arena.



AT THE CAKE TABLE a judge (*left*) makes final test of one of 31 sponge and angel-food cakes which 4-H girls had baked and brought to the fair. Others entered flowers, preserves and cookies, and put on pantomimes and pageants. Most girls came in their homemade green-and-white striped 4-H uniforms.



IN THE GRANDSTAND Bonnie Garton, Bennett Mugge and Mary Belle Schomaker munch popcorn and sit out a light drizzle while waiting for a "thrill-show" to begin in the arena. It was the first day of the fair and all three had just finished bedding down their livestock entries after weighing them in, submitting detailed records of their growth and filling up their water troughs and feedboxes. Next day the trio would start exhibiting them in the judging preliminaries (*next page*).



IN THE PARKING LOT the Mugge family has a lunch after Beverly, Bennett and Morgan (*left*) had finished entering their stock with fair officials. Their father Arthur (*center*) has a 280-acre farm nearby and a famous herd of Angus cattle.



ON THE MIDWAY 4-H'ers spend some dimes trying out a ball-rolling game of chance before going home for the night. More than 100 other boys, who had too far to go, brought their own bedding and bunked down in a dormitory on the grounds.

CONTINUED ON NEXT PAGE 109



THE JUDGE, HIS COAT SMEARED BY A FRIENDLY CALF'S MUZZLE, STUDIES ENTRIES

JUDGING IS PAY-OFF

For a 4-H'er the year's work and the week's worry come to a head at the moment when he leads his entry into the show ring to face the judge. Most of the animals have been imported the previous fall as feeder calves from western ranches and fattened on Iowa-grown corn, barley and oats. Just before the judging the kids give their entries a last-minute feeding and occasionally a big drink of water to fill out any hollow spots. Some contestants whiten up their Herefords' faces with talcum powder and put black Shinola on the off-color hair of their Anguses. But the judge is not one to be taken in. Knowingly he sizes up each animal for its potential store of meat. The supreme accolade is the title of Grand Champion. But nearly everyone gets a ribbon in some class (blue, red and white in that order of importance) so that almost no one goes away completely disappointed.



BEAUTY TREATMENT was begun by Billy and Ronnie Schomaker on their farm near Spencer, included waving lines in its hair and braiding its tail (*above*).



INTO THE SHOW RING Mary Belle Schomaker leads her 1,115-pound Hereford, Prince Pat. Unused to halter, the calf is balky and Mary Belle has to be firm.



IN THE BIGGEST OF ALL THE FAIR'S BIG MOMENTS, THE JUDGING FOR THE GRAND



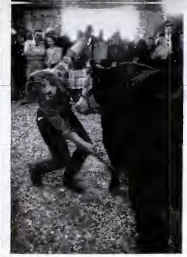
PREPARING for judge, Bobby Moffitt, 11, feeds his Angus and Hereford calves.



ENTERING arena, Bobby gets Angus into position for judging.



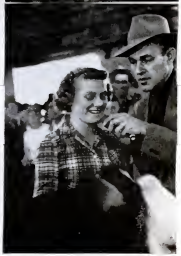
USING A STICK, Mary Belle taps Prince Pat as he pulls away.



PRODDING PAT'S LEGS, she tries to get him to pose quietly for the judge.



PULLING HALTER, Mary Belle has to keep Pat from turning to look around.



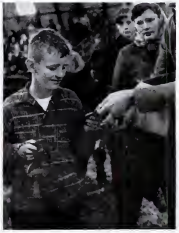
BEAMING, she speaks into mike after Pat has been judged best of his weight.



CHAMPIONSHIP, JERRY FORAN STEADIES HIS SHORTHORN STEER WHILE JUDGE GILBERT ELKEN FEELS ITS MEATY HINDQUARTERS. A FEW MOMENTS LATER JERRY HAD WON



WAITING, Bobby bites his lip as he measures his competitors.



WINNING a red ribbon brings a shy and embarrassed smile to Bobby's face.



STUNNED, he sees that his ribbon is for dairy class. His entry is a beef type.



RELIEVED, he accepts the apology of the judge who gives him the right ribbon.

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WINNERS AND RUNNERS-UP gather for a group picture after judging. In first row are Jerry Foran with his Grand Champion Shorthorn (*left*) and Morgan Mugge with the runner-up, his Reserve Grand Champion Angus. Bobby Morfitt (*pp. 110, 111*) is third from left in the last row. 4-H calf barn is in background.



4-H INSIGNIA and buttons from some other fairs are worn by Darrel Aden, who was in judging contest.

THE WINNERS ARE PARADED

While the winners enjoyed a brief moment of triumph (*opposite page*), teams of 4-H boys wound up a contest to see how well they could judge live-stock themselves. Some of them, like 15-year-old Darrel Aden (*above*), looked as sober and deliberate as any adult judge as they moved around testing the animals' flanks and poking their ribs. Several times the calves and lambs got tired of this treatment and tried to get away from it all (*below*).

On the last day everyone cleaned out his stall for the last time, took down his ribbons and sat down to wait for his parents to come. The youngsters needed their families' moral support, for they were faced with a dreadful prospect: the stock they had just shown was now ready for market. The meat packers were already making their rounds of inspection in the barn and in an hour or so they would buy the pampered animals and haul them away for slaughter (*next page*).



GRAND CHAMPION HOG weighed 220 pounds, sold for $120. Clay County is chiefly a beef-raising area and calves outnumber hogs in 4-H projects. One boy explained, "It's hard to get excited about a pig."



CALF GETS AWAY and drags its young owner across fairgrounds. Unused to being poked by judges, some animals became frightened and bolted for the gate.



LAMB GETS AWAY and is tackled by boy in arena. No lambs were entered by 4-H clubs, but this one was used to test the members' ability to judge livestock.

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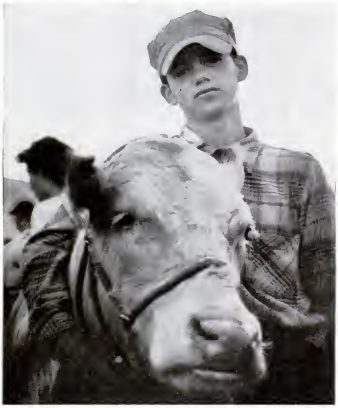
AUCTION OF PETS BRINGS DOLLARS AND TEARS



LISTENING TO AUCTIONEER, Bonnie Garton watches packers bid. She had named calf Folly because it cost so much to raise. She spent $316.84, got only $314.



WEEPING ON DAD'S SHOULDER, Shirley Myers waits for buyer to claim calf for stockyards. The $298 it sold for gave $88 profit but was a sentimental loss.



MALE CALLOUSNESS is affected by Dale Craddock, 15, as he gently holds his calf after the auction. He joked with his friends but was unable to look cheerful.



CLOSE FRIENDSHIP ENDS as Mary Belle says goodby to Prince Pat. She had paid $100 for him and $100 for feed, so sale price of $356 gave her $156 profit.

HIS CALF SOLD, BOBBY MORFITT HOLDS EMPTY HALTER AS HE CLIMBS FORLORNLY DOWN FROM SALES PEN—▶



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DOUGLAS AT THE MIKE IN 1938

LOVE THAT BRUTE!

The women of America get a new chance to admire the manly charms of Paul Douglas

The pink-cheeked young radio announcer smiling at the left has come a long way in the past year. At the age of 42, eight months after his first appearance in films in *Letter to Three Wives*, Paul Douglas is already one of the most valuable male properties in the 20th Century-Fox stable. He has just been chosen fourth in a list of "stars of tomorrow" by movie theater exhibitors of America (behind Montgomery Clift, Kirk Douglas and Betty Garrett). Douglas' popularity is based on a combination of charms his film personality offers women: on the one hand, he is a big, rough-hewn, self-made brute, strong as a bull; on the other, let the right woman get a ring through his nose and he can be led around as gently as an ox. A subsidiary reason is that he is a good actor, as he proves again in a bright new picture, *Everybody Does It*, which is the story of a wrecking contractor who comes to spectacular grief on the opera stage (*below*).









BIG SCENE near the end of *Everybody Does It* finds Douglas in antique costume and horns and bracelets on the opera stage, where he is supposed to sing a passionate duet with Linda Darnell. But in an effort to ward off incipient stage fright he has taken so many drinks that he trips, stammers and stumbles into an operatic downfall.

CONTINUED ON NEXT PAGE



"MAGIC"...an exciting new fashion in stockings!
Their extra-dark seams and heels are slimming.
alluring, provocative! You'll see in an instant
what nice things they do *for you.*
STOCKINGS by MOJUD®
And, for beauty above your hemline, there's LINGERIE by Mojud, too.

Fast Relief For Hot, Painful Feet

If you can't get your feet off your mind because they torment you unmercifully—just do this and you'll want to tell everybody about your wonderful experience with Dr. Scholl's Foot Balm. Rub your feet with it for a few minutes. You feel its soothing, nerve-quieting, stimulating effect at once. That fiery, aching, sore, tired feeling from exertion and fatigue is soon gone, forgotten. It is amazing how Dr. Scholl's Foot Balm leaves your feet so relieved, rested, refreshed, relaxed and revitalized so quickly. Get a jar today. At Drug, Shoe, Department Stores, Toilet Goods Counters.

IF YOU WANT TO
Earn More Money—
DOING PLEASANT WORK—
STUDY THE CHILDCRAFT 2 PAGE COLOR ADVERTISEMENT IN THIS ISSUE.



"Please, Jim, no more Wheaties—you're gonna be late for work!"

Tough job, too, keeping Ralph Kiner from hitting home-runs. And *he's* a Wheaties man! "That Wheaties flavor *strikes me right* every season of the year," says star Pirate slugger. Famous training dish—these nourishing 100% whole wheat flakes, milk and fruit. Had *your* Wheaties today? "Breakfast of Champions!"

Paul Douglas CONTINUED

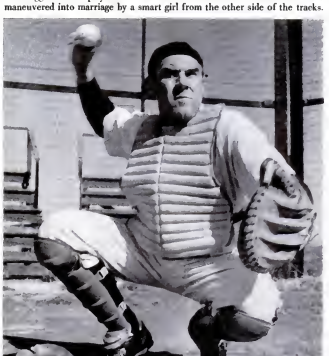
HE IS BATTING A COOL 1.000



"BORN YESTERDAY," a 1946 hit on Broadway, was Douglas' first stage play. It made him a star overnight. In it he played a predatory junk dealer who titillated females in the audience by smacking his lady friend around.



"LETTER TO THREE WIVES," his first movie (1949), made Douglas an even bigger hit. He played a businessman with wolfish inclinations who was maneuvered into marriage by a smart girl from the other side of the tracks.



"IT HAPPENS EVERY SPRING," his second film, was a moneymaking baseball comedy in which Douglas played a catcher resembling Yogi Berra. This gave Douglas an impressive 1.000 batting average—three hits, no whiffs.

How Row 5, Seat 21, Scored a Touchdown!

HENRY ROGERS uncrumpled his hat and sat down again in Seat 21, Row 5. His wife put her hand on his arm, as if to keep him from leaping up again like a jack-in-the-box.

"Goodness, Henry," she said, "he can't hear you. You'll ruin your throat. You'd think that was *our* son down there."

Henry didn't answer. He *had* always felt like a second father to the boy. He felt partly responsible—in a humble way—for the fact that young Joe Bailey was in today's game.

Of course, it was really his job. Henry made his living as a New York Life agent. Young Bailey's father had been what Henry Rogers called a tough prospect—one who knew he should have more life insurance, one who could afford it—but one who always said, "See me next month, Henry."

Yet it was the policy he finally took out which actually made it possible for young Joe Bailey to be in college.

Henry Rogers focused his eyes on the field again, saw Joe Bailey sweep around end. Henry was up on his feet again, yelling. The man next to him nudged him.

"You can't score a touchdown from up here, Mister."

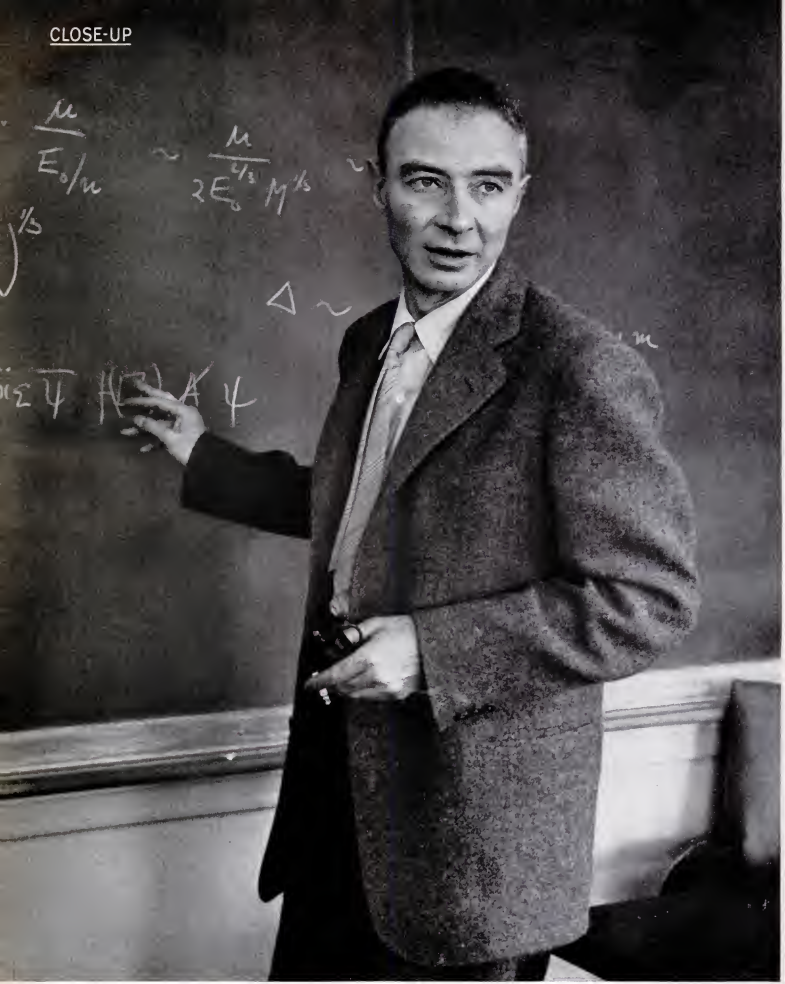
"Don't be so sure about that," Henry said. "Don't be so sure, my friend."

NEW YORK LIFE INSURANCE COMPANY
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THE NEW YORK LIFE AGENT
IN YOUR COMMUNITY
IS A GOOD MAN TO KNOW



Naturally, names used in this story are fictitious.



THE ESOTERIC SHORTHAND OF PHYSICS covers the blackboard in Oppenheimer's office, conveying at a glance (to experts) relations that would take much time to put in words. Equations at top of board describe processes of meson production in cosmic ray explosions. Those below pertain to certain interactions in quantum field theory.

J. ROBERT OPPENHEIMER

"Operation Joe" finds our top expert on atomic energy confidently carrying forward his research in the field of pure basic science, where the atomic bomb is only a "gadget"

by LINCOLN BARNETT

Former LIFE Staff Writer Lincoln Barnett is the author of *The Universe and Dr. Einstein*, one of 1949's best-selling books. In preparation of this article he spent many weeks talking with physicists at Princeton's Institute for Advanced Study.

THE war had a rather notable effect on physics—it practically stopped it in this country," Dr. J. Robert Oppenheimer, wartime director of the atomic-bomb laboratories at Los Alamos, remarked recently. "But now physics has picked up again and is booming."

Although this refutes the popular notion that World War II was "a physicists' war" and the atomic bomb a triumph of the pure, scientific intellect, to physicists themselves—including Oppenheimer, who finds himself at 45 perhaps the best known and certainly one of the most distinguished of their company—the bomb was merely a gadget, a technological artifact that exploited principles well known before the war. The same holds true for radar, rockets and reactors. No basic discoveries came out of the war; no new insights into the nature of the physical world were attained. So when Oppenheimer speaks of the current revival of physics, he is using the word in its proper derivation—from the Greek φυσις meaning "nature." And today those physicists who were, as he says, "off doing the devil's work making armaments and whatnot—things that have nothing to do with physics" are now back at their real work—the sober, modest, consecrated task of penetrating the unknown.

From their cursory view the news that Russia has at last produced an atomic bomb comes as no great surprise, nor does it appear in the aftermath of this revelation that their endeavors will now be diverted as they were by the recent war. To U.S. physicists the fact that Russia could and would someday make an atomic bomb had been an obvious likelihood.

" 'Operation Joe' is simply the fulfillment of an expectation," Oppenheimer declared last week, "that we have long attempted to take into account. Now we had the evaluation by reasonable guesses. Today we have a fact, and we can be grateful to the many men and women whose hard work and imagination have uncovered it. But now that we have a certainty instead of a conjecture, it is inevitable and healthy that we take a fresh look at the many deep problems of policy that confront us." These problems, he added, are not primarily ones that scientists can take a very big part in resolving; they are up to the people of this country and the world. For the present, unless some open crisis again deflects them from their ends, the work of physicists engaged in pure basic research will go forward, dedicated as it has ever been to science's true and enduring goal: the enlarging of man's understanding of nature.

The deepest mystery of nature and the one which has been Oppenheimer's concern for 20 years is the mystery of matter, of the composition of the material universe in which man finds himself a small but obstreperous part. The fact that scientists know how to employ atomic energy in a bomb does not mean that they understand the nature of atomic energy or the architecture of the atom. As almost everybody is now aware, atoms are not the ultimate and indivisible building blocks they were once thought to be but are actually very complex structures composed of a number of still smaller particles called protons, electrons and neutrons (*chart, p. 131*). To understand the atom fully one must understand these elementary particles and, as recent evidence has shown, they are very difficult to understand—so difficult indeed that it is beginning to appear they can no longer be regarded as "elementary" in the literal sense of the word.



PORKPIE HAT, Oppenheimer's emblem at Los Alamos, hangs outside his Princeton office.

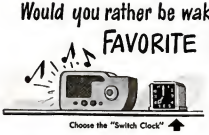
Oppenheimer, who is now starting his third year as director of the Institute for Advanced Study at Princeton, N.J., presides over what is probably the world's foremost center of elementary-particle research. There are no laboratories at the Institute, no cyclotrons, no apparatus; but to it each day come reports, photographs, data from experimental physicists throughout the U.S. and overseas. With pencil and paper, blackboard and chalk, the theoretical physicists at the Institute analyze and interpret these scattered findings and try to fit them into coherent theories that may or may not prove to be accurate descriptions of nature. "We are," says a physicist on the staff, "a kind of assembly point of ideas."

Visitors who enter Oppenheimer's office for the first time are generally impressed by the big blackboard that covers one wall and the montage of equations with which it is invariably adorned. They also note with deference the detail of armed guards who stand watch outside his door 24 hours a day—for Oppenheimer is still chief technical adviser to the Atomic Energy Commission, and the bomb-making at Los Alamos still goes on. The materials of Oppenheimer's current research in elementary particles, however, require no protection; the only secrets they involve are the secrets of nature, and generations may elapse before their conversion into the secrets of war that men guard. To Oppenheimer the former are the great fascinating secrets; and for him the true excitement of science is the sense of approach to physical reality—to the hidden order that lies submerged beneath the surface of the manifest world of common experience.

Although elementary-particle research is a major concern of the Institute it is by no means an exclusive concern. The 180 scholars on its staff include political scientists, historians of literature and art, pure mathematicians, economists and archaeologists. Its most famous resident is of course Professor Emeritus Albert Einstein. In recent months its roster has embraced such great names as Poet T. S. Eliot, Historian Arnold Toynbee and Nobel Prize Physicists Paul Dirac and Niels Bohr. Among those now present under varying conditions of tenure are Mathematicians Hermann Weyl and Oswald Veblen; Physicists Von Laue of Germany, Yukawa of Japan and Pais of Holland; Legal Philosopher Max Radin and Economist Walter Stewart. It is a tribute to his appointment that the man who presides over this extraordinary treasury of the living intellect can commune with most of his colleagues at their own level. Unlike many scientists, Oppenheimer has a Da Vincian range of interests and knowledge, encompassing the arts and humanities, the social sciences, current affairs and oriental philosophy. He is a linguist who finds himself at home in half a dozen languages including Sanskrit. His own rhetoric, both written and ad lib, is rich and exquisite. Over and above scholarly attainments he has revealed himself as a graceful executive and diplomat, astute and imaginative in the performance of his public role as leader of the nation's atomic scientists.

CONTINUED ON NEXT PAGE

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or by
COFFEE AROMA



Choose the "Switch Clock"

or by "MELODY" ALARM BELL?



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*SLIGHTLY HIGHER IN FAR WEST, SUBJECT TO FEDERAL EXCISE TAX.

"NOT EVEN A PUR-R-R-IT"



"DADDY'S HOME! DADDY'S HOME!" is signal for a tumultuous welcome each evening when Oppenheimer walks in. Unlike their father, who was

OPPENHEIMER CONTINUED

One of the most persistent of American myths contends that college professors, and even more particularly theorists, are by nature vague, impractical and generally helpless in any milieu outside their own specialties. Terms such as "absent-minded" or "long-haired" professor, "wild-eyed intellectual" and "greasy grind" foster the illusion that scholarship is a kind of degenerative disease that promotes dandruff and ultimately impairs such mental faculties as the ability to make sense. Oppenheimer's frequent public appearances have probably done more to correct this impression than even his undeniably practical contribution in the recent war. Besides wearing his hair short he hears everything that people say to him and never leaves secret documents on trains. His eyes are neither wild nor bespectacled. His manner is at once youthful and urbane. He is warmly affectionate with his wife and children (who are well fed and very fond of him), and attentively polite to everybody—so polite, in fact, that it is practically impossible for anyone to light his own cigaret anywhere in Oppenheimer's vicinity; few smokers can beat him to the draw with a Zippo.

Of his many unexpected attributes—unexpected, that is, in even a short-haired physicist—the one that is perhaps most impressed government officials and congressmen before whom he has testified on many occasions is his ability to impart understanding of technical matters in lucid, intelligible terms. One day not long ago Oppenheimer stalked up and down his office and divulged some startling new discoveries about the 15 fundamental particles of which the universe is made. The great question in physics at the moment, he said, is this: Is science really in touch now with the ultimate units of matter—or is it simply at the beginning of what Oppenheimer calls "an infinite regress of further and further analysis of the material world?" Infinity extends inward as well as outward. Science must contemplate the infinitesimally small as well as the infinitely great. And just as scientists succeeded over the centuries in breaking down the world's countless substances into uniform chemical compounds, each with its own molecule, then reduced these compounds to 96 basic elements, each with its unique atom, and finally subdivided the atom into 15 fundamental particles—so physicists today are wondering if these particles are themselves actually the final, stark, immutable and indivisible foundation stones of the universe that until now they have been thought to be.

What the world is made of

WHAT do we mean by an elementary particle?" Oppenheimer said. "Why do we have this funny collection? Why are there just these and no others? Almost every month has surprises for us in the findings about these particles. We are learning how poorly we had identified the properties even of our old friends among them. And in the course of this we are learning how far away our notion of elementarity—of what makes a particle elementary—is from the early ideas of the Hindu and Greek atomists, or even the chemical atomists of a century ago.

"The puzzle in general terms is one of *structure*. We understand a good deal about the *behavior* of electrons, neutrons and protons. But we have no *structure* for them." By this last observation, Dr. Oppenheimer explained, he meant that physicists are unable to draw a probable picture or construct a credible model of these particles. "Originally," he continued "we had postulated certain ideal-



a shy boy, son Peter and Daughter Toni are active, loquacious and extroverted. At school Peter does well in subjects he likes—arithmetic is not among them.

ized properties for them—we had assumed that they were bare, unchanging particles just as the atom was once thought to be a bare, unchanging particle. But we know now this is not an accurate description. We are finding out, moreover, that what we are forced to call elementary particles retain neither permanence nor identity. That is to say, *they are always capable of change, one into the other.* All the elementary particles interact so strongly when they are close together that our chief difficulty is to separate them from their interactions with others.

"Paradoxically it has begun to appear that each of these particles could logically be regarded as a composite of all the others: when they come into interaction they manifest themselves as complex structures—they behave like structures that are composed of other structures. And when you knock them together the end products won't be the same as the ingredients. What comes out won't be the same as what you knocked together. In cosmic-ray experience one often sees collisions between particles in which literally scores of additional particles suddenly appear out of nowhere, many more than there were to begin with. So it is clear that *new charged particles can be created.* It is believed that these new particles are—well, they are nicknamed mesons. That is not much of a commitment since no one knows what a meson is, except that it has an intermediate mass somewhere between that of an electron and that of a proton or a neutron. Until a few months ago we thought there were three different kinds of mesons. Now we have seven. How many are there really? The study of mesons and the laws of their production, about which almost nothing is known, presents, I think, the most exciting challenge of the near future.

"The picture toward which we are moving, then, is one in which it appears that two or more particles may be bound together so tightly that we will observe this composite as a *single* particle. It begins to look, for example, as though what we call a proton or a neutron might actually be a composite; each of these may have some kind of bare substructure in the center, and around it, bound closely to it, a cloud of mesons. The bare substructure—which seems to be a proton part of the time, and part of the time a neutron—this bare substructure *and* the cloud of mesons compose what we observe as a particle. Similar considerations apply to our old friend the electron. What we know as an electron may also be a composite—in this case a composite of interacting positive and negative 'particles' and gamma rays.

"Well, you see what a chaotic picture this all makes," Dr. Oppenheimer continued. "A subject is much harder to understand when no one understands it. The world is really an open place, but we start with such crude and limited experience, and our minds are so determined by that experience, that when science carries us into new domains we are not always prepared for what we encounter, and we are floored by it. We find that when we go into these new realms the kinds of words used and the kinds of ideas used, although they may be adequate for one situation, can lead to paradox and bewilderment in another. One of the first things the student of atomic structure must come to understand is the rather deep and subtle principle which has turned out to be a clue to unraveling that whole domain of physical experience. This is the principle of complementarity, which recognizes that various ways of talking about physical experience may each have validity and may each be necessary for adequate description of the physical world, and may yet stand in a mutually contradictory relationship to each other. One may only hope that what is at the moment just a picture of chaos will ultimately reveal again that deep harmony and order which one

CONTINUED ON NEXT PAGE

I Wear False Teeth
yet my mouth feels
fresh, clean and cool
No "DENTURE BREATH" for me*



*"Every day I soak my plates in a solution of Polident and water. My mouth feels clean and cool . . . and no Denture Breath!"
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WHEN plates taste bad—feel hot and heavy in your mouth, watch out for "Denture Breath", the oral disturbance that comes from improper cleansing. False teeth need the care of a special denture cleanser —POLIDENT. Safe, easy, quick, Polident leaves your plates feeling clean, cool and fresh. No fear of offensive "Denture Breath".

And remember, Polident keeps your false teeth more natural looking—free from offensive odor, too. For a smile that sparkles, for a mouth that feels cool, clean and fresh—soak your plates in Polident every day.

Polident comes in two sizes—regular and large economy size—available at all druggatores. It costs only about a cent a day to use, so get a can of Polident tomorrow, sure.



NO BRUSHING
Soak plate or bridge daily—fifteen minutes or more—in a fresh, cleansing solution of Polident and water.

POLIDENT

RECOMMENDED BY MORE DENTISTS THAN ANY OTHER DENTURE CLEANSER

LOOSE FALSE TEETH ?



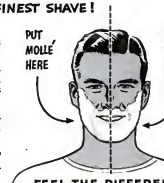
Amazing New Cream Holds Tighter, Longer than anything you've ever tried or double your money back

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1. When convenient, skip a shave.
2. Next day, when your whiskers are at their longest and toughest, put your present cream on half your face.
3. Put Mollé, the heavier brushless cream, on the other half. *Spread it thin!*
4. Go over your face JUST ONCE with your razor . . . and feel the difference.



Double your money back . . .



. . . if Mollé does not give you the best shave you ever had in your life. Get a tube today.

If this test does not convince you, just mail us back the Mollé tube. Address, Box 49, New York 8, N.Y. This offer expires December 31, 1949. Only one refund per customer.

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has always found in the physical world when one has pushed hard, and which is very beautiful indeed."

While Oppenheimer's reputation as a physicist was well established before Los Alamos, his success as an administrator and scientist-statesman has surprised not only those who knew him 10 years ago as a withdrawn and very high-brow young professor but to a certain degree Oppenheimer himself. "The aspects of life I notice most," he once observed, "are effort, indecision and uncertainty." A possible clue, however, to his adjustment to the enlarging challenges of his career is set forth in one of his recently published speeches entitled *The Open Mind:* "The problem of doing justice to the implicit, the imponderable and the unknown is always with us in science, it is with us in the most trivial of personal affairs, and it is one of the great problems of all forms of art." Oppenheimer's special genius —and that gaudy word has been applied to him often—stems in part from his sensitivity to "the implicit, the imponderable and the unknown" which, of course, is the essence of the open mind.

The factors that create the intellect lie, as far as anyone knows, in the genes. But its unfolding can usually be discerned at an early age,



AT HARVARD he won highest honors, got degree in three years.

and in Oppenheimer's case it had become obvious by the time he entered New York's Ethical Culture School, a private institution noted for the high I.Q.s of its students. His father was a businessman, director of half a dozen small companies and a gentleman of cultivated tastes. His mother painted and taught painting. A family friend recalls her as "a gentle, exquisite, slim, tallish, blue-eyed woman, terribly sensitive, extremely polite; she was always thinking what would make people comfortable or happy; the French have a term for it —*politesse de coeur*—and this Robert inherited." Although Oppenheimer thought at various times in childhood that he wanted to be an architect, a poet, a painter or a classical scholar, the igniting spark of his interest in science was struck when his grandfather gave him a small box of minerals. He was then only 5, but he quickly became an active mineralogist, adding to his collection during weekends and vacations. At 11 he was elected a member of the New York Mineralogical Club, and at 12 he read his first paper at one of its meetings. His enthusiasm then shifted to chemistry. "It was a very exciting experience," he recalled years later, "when I first learned of the atomic theory, of valence and the periodic system—these wonderful regularities which reveal the deep order and rationality of nature." By his senior year he had progressed from Latin to Greek and was reading Plato, Homer and Sophocles without a dictionary; he had picked up calculus and was writing sonnets in French. A thin, gangling boy with prolific dark hair and startling blue eyes fringed with extraordinarily long lashes, he was not much good at athletics. Like most bookish, nonathletic boys he was shy, and like most shy boys he was thought aloof and peculiar. Once, in confessing his loneliness to a friend, he strikingly revealed the plight of the exceptional student retarded by his slower classmates: "It's no fun to turn the pages of a book and say, 'Yes, yes, of course, I know that.'"

It is a wry comment both on Oppenheimer's nature and on the social patterns of U.S. university life that his transit through Harvard is described in the 1926 yearbook with the single bleak phrase: "In college three years as an undergraduate." No clubs, no senior societies, no campus activities. But he spent hours in the library, reading far beyond the range of his courses; and he graduated in three years instead of the usual four, *summa cum laude* and Phi Beta Kappa. That he was able to cover so much terrain so quickly was due to his enormous rapidity in reading and his astonishing ability to absorb masses of factual data and abstract ideas at a glance—and to retain them apparently forever. (He once read Gibbon's entire *Decline and Fall of the Roman Empire*—some 3,000 pages—in the course of a single trip by fast express from San Francisco to New York.) In his second year Oppenheimer, who was majoring in chemistry, began to suspect that his real interest lay in physics. Although he was then carrying seven courses, he went to Harvard's famed physicist Percy Bridgman and, by complaining that he didn't have enough to do, obtained permission to attend Bridgman's laboratory and lecture courses which were normally for graduate students. From this experience he learned that he vastly preferred theoretical to experimental physics. "I am not a tinkerer," he once said. "I can repair a car but not very well and not with delight."



CLIMBING MT. WILSON helped Oppenheimer, 17, recover from an illness. On trip west he fell in love with New Mexico, now owns ranch near Los Alamos.

Upon his graduation Bridgman arranged for Oppenheimer to continue his studies at the Cavendish Laboratory at Cambridge, the historic fountainhead of nuclear physics. His year there, 1925–26, was an eventful one in the evolution of physical theory. The wave properties of the electron had just been discovered, and Oppenheimer found himself at work with the great Sir J. J. Thomson, studying the diffraction of electron beams by metal foils. Although he confirmed his initial conviction that he was not cut out to be an experimental physicist, he experienced excitement in his proximity to the living science. What was more important, he became acquainted with such famed physicists as Lord Rutherford, Max Born, P.M.S. Blackett, Dirac and especially Niels Bohr, with whom he began a long friendship that transcended their professional bond of physics. If Oppenheimer can be said to acknowledge one governing philosophical tenet, it is Bohr's famous principle of complementarity, which may be described as a way of understanding and interpreting the relations between mutually contradictory concepts or modes of description of physical phenomena. A good example of complementarity lies in its application to the question of the nature of light. An immense accumulation of theory and experiment going back to the 17th Century seems to indicate that light travels through space in continuous waves. But since the development of the quantum theory in the last half century by Einstein and others, an equally impressive body of evidence has pointed to the contrary conclusion that light and all other forms of energy travel through space in discontinuous bits or particles called *quanta* or *photons*. The dilemma is widened by the fact that the so-called elementary particles of *matter*—electrons, protons, neutrons—all seem to have certain wavelike characteristics. Bohr's answer to this, embodied in his principle of complementarity, is that the scientist must always remember when he uses words like "waves" and "particles" that he is simply employing pictorial metaphors borrowed from another domain of experience. It makes no sense for him to ask if light is *really* waves or *really* particles; it is both, and he must regard these apparently incompatible concepts not as contradictory but as complementary. Complementarity thus resolves the contradiction by recognizing that the two concepts may be employed *separately* to describe aspects of the world which can be realized *separately*, even though the realization of one concept may preclude the immediate realization of the other. The world is subtler than man's understanding, and the contradictions the scientist uncovers in studying nature lie not in nature itself but simply in man's own inadequate concepts. Complementarity is the final key to the open mind that every true scientist must have, and it is significant that Oppenheimer habitually extends its application beyond the realms of natural science into human relations, the social sciences and every area of thought, recognizing that in the world of men as well as of inanimate nature, truth often bridges the gulf between apparently irreconcilable ideas.

He goes to California

ANOTHER great physicist whom Oppenheimer impressed at Cambridge was the German theorist Max Born. Struck by Oppenheimer's talents, Born invited him to continue his studies at the University of Göttingen, then the Parnassus of higher mathematics. There, working in collaboration, Born and Oppenheimer pioneered in the application of quantum mechanics to the study of molecules and laid the basis for most of the important conclusions in that field to date. From Göttingen, Oppenheimer went on to Zurich and in the summer of 1927 to the University of Leiden, where

CONTINUED ON NEXT PAGE





he astonished faculty and students by giving a lecture in Dutch six weeks after his arrival and received his now-famous nickname "Opje." Soon afterward he accepted concurrent appointments to the physics departments of the University of California and the California Institute of Technology, thus beginning a dual allegiance that was to continue, save during the war, for the next 20 years.

Oppenheimer's advent in California produced an immediate impact. For one thing his reputation had preceded him. Moreover his appearance was striking. Lean, boyish-looking, handsome, he wore an aspect of restless energy emphasized by the blue intensity of his eyes, a deep, violent cough (which still recurrently racks him) and his odd walk, a flat-footed but rapid gait, part sidle and part lope. Oppenheimer's success as a teacher, however, stemmed not only from brilliancy and charm but from his especial ability to transmit his own passion for physics to others. He dealt with physics as a viable subject, concentrating on its unsolved problems rather than its past achievements and thus giving his students a sense of standing on the brink of the unknown. It is no accident that the physics faculties of universities from coast to coast—to say nothing of Los Alamos—are today embellished with Oppenheimer alumni.

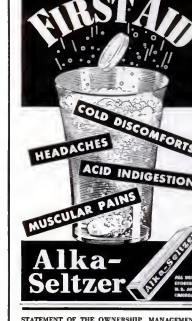
Oppenheimer had, however, his idiosyncrasies as a teacher. His own erudition was so enormous and his cerebral processes so swift that he often tended to overestimate his student's capacities and rate of comprehension. In lecturing he paced the floor, chain-smoked and had a distracting habit, when he wished to emphasize a point, of lowering his voice rather than raising it. His use of language was both an asset and a liability; intricate, contrapuntal, studded with elegant but unusual words, his glittering rhetoric held his listeners in a web of absorption that was often less attentive than trance-like. Some of his students were afraid of him. Intolerant of stupidity, impatient with ignorance or arrogance, he was often acid or sarcastic in his classroom comments, and occasionally annihilating. As the years passed, however, Oppenheimer acquired the pedagogical arts of clarification, communication and patience. He was, most notably, a generous mentor in allocating credit for achievement. "It is easy for a famous scientist to have lots of students doing the dirty work for him," a former colleague pointed out recently. "But Opje helps people with their problems and then gives them the credit."

He takes up Sanskrit

OPPENHEIMER'S reputation soon spread beyond the ranks of his fellow physicists. The breadth of his interests and scholarship —rare among specialists in any field—expanded with the years and inspired his students to emulate his Aristotelian example. His linguistic stock was further widened as a consequence of his friendship with the great Sanskritist, Arthur Ryder. Each Thursday evening Ryder assembled a group of scholars in his rooms to read and discuss the *Bhagavad-Gita*, the poets Kalidasa and Bhartrihari, and other Hindu writings. Oppenheimer developed an interest in Hindu philosophies and learned to read Sanskrit, which he still does with enjoyment. A factor underlying his interest in oriental thought lies in the analogy between the Hindu philosophies and the philosophical concepts which have been developed by modern science, *e.g.*, the world defined by the senses is simply a world of appearances; the world of reality lies hidden beneath the surface of things; and to this real world both the mystic and the scientist seek to penetrate by their separate disciplines—the mystic by suppression of the senses and introspection, the scientist by mathematics and inductive reasoning. As a consequence of Oppenheimer's wide range of interests he acquired a correspondingly wide range of friends that surmounted departmental lines. His early shyness disappeared, and he became noted as a genial host in his canyon-side house on Shasta Road. In 1940 he married Katherine Puening Harrison, an attractive, animated, dark-haired divorcee who was doing postgraduate work in mycology at U.C.L.A.

Oppenheimer's appointment to direct the atomic-bomb project was the result, manifestly, not of his teaching performance but of his personal achievements as a scientist. By the outbreak of war he was recognized as one of the world's great theoretical physicists, ranked by some among the top 10. Although he deprecates evaluations like this on the ground that his name is not ineluctably associated with any one crucial discovery or principle—like those of Fermi, Compton, Urey, Pauli or Anderson—nevertheless Cal Tech's famed experimentalist, Dr. Charles C. Lauritsen, declares, "I would say Robert has had more influence in this country on the theory of physics than any other American." His individual research has encompassed the whole sweep of modern physics, from relativistic wave mechanics and quantum electrodynamics to astrophysics and cosmic rays. But his steadiest interest from the beginning has been

CONTINUED ON PAGE 121



STATEMENT OF THE OWNERSHIP, MANAGEMENT, AND CIRCULATION REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233)

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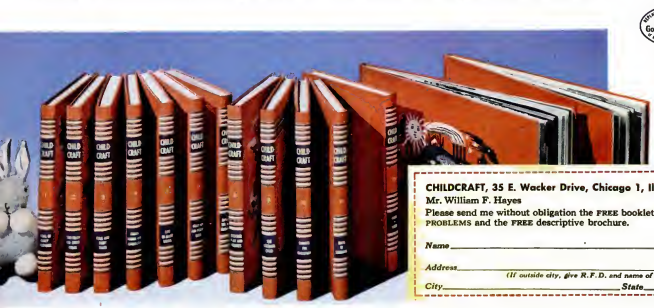
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focused upon the elementary particles, the ultimate building blocks of the physical world. He is in a sense godfather of the two newest and most elusive particles: the positron and the meson.

In the first instance his contribution was overshadowed by the work of two Nobel prizewinners, the British theorist Paul Dirac, who first postulated the existence of a positively charged mate or counterpart of the negatively charged electron—an "antielectron" as he called it; and the American experimentalist Carl D. Anderson. Oppenheimer's colleague at Cal Tech, who found the first actual evidence of its existence in nature a few years later. Although Dirac's theory still stands today as the most comprehensive and consistent account of the properties of electrons in atomic physics, it led in its original form to certain grave difficulties; and to these Oppenheimer called attention in 1930, taking particular issue with Dirac's conception of the properties and mass of the "antielectron." Dirac accepted Oppenheimer's criticisms and revised his theory accordingly. When the positron finally made its appearance in Anderson's cloud chamber it was found to be precisely what Oppenheimer had pro-

CONTINUED ON NEXT PAGE

THE ELEMENTARY PARTICLES

Particle	Moss	Charge	Remarks
THE NUCLEONS Components of Atomic Nucleus			
PROTON	1836.6	Positive	Number of protons in the nucleus of an atom ranges from one for hydrogen to 96 for curium. Protons give the nucleus its positive charge. Discovered in 1919.
NEUTRON	1839.0	No charge	Neutrons and protons in combination make up the atomic nucleus. Uranium 238, for example, contains 92 protons and 146 neutrons. Discovered in 1932.
ELECTRONS Basic Unit of Electricity and Matter			
ELECTRON	1	Negative	Electrons are distributed about the atomic nucleus as satellite planets around a central sun. Each atom contains an equal number of protons and electrons; thus U-238 has 92 protons and 92 electrons. Discovered in 1897.
POSITRON	1	Positive	Discovered in 1932 in cosmic ray phenomena. Collision of electrons and positrons causes annihilation of both with consequent production of photons (below).
MESONS Intermediate Particles; Function in Nature Obscure			
MESON μ	216	Positive	Found in cosmic ray phenomena, 1937.
MESON μ	216	Negative	Found in cosmic ray phenomena, 1937.
MESON π	285	Positive	Found in cosmic ray phenomena, 1947.
MESON π	285	Negative	Found in cosmic ray phenomena, 1947.
MASSLESS PARTICLES			
PHOTON	0	No charge	Basic unit of light, X-rays, gamma radiation and all other forms of radiant energy. First postulated by Einstein in 1905.
NEUTRINO	0	No charge	Carrier of kinetic energy and momentum. Generally accepted on grounds of indirect experimental evidence.
PROBABLE PARTICLES			
MESON τ	300 $\pm$25	No charge	Existence believed probable on theoretical grounds. Suggested in 1939; evidence in 1948-49.
MESON τ	900	Positive	Existence believed probable on empirical grounds. Suggested in 1948-49.
MESON τ	900	Negative	Existence believed probable on empirical grounds. Suggested in 1948-49.
ANTIPROTON	1836.6	Negative	Existence believed possible. In theory a negatively charged proton could exist in nucleus of an "inverted atom," in conjunction with positrons. Such an atom would be unstable and no direct evidence of its existence has been found. Suggested in 1931. Indirect evidence in 1948-49.
ANTINEUTRON	1839.0	No charge	Existence believed possible in nucleus of postulated "inverted atom." Its magnetic moment would be opposite to that of ordinary neutron. Evidence in 1948-49.

THE WHOLE WORLD IS MADE UP of the 15 elementary particles shown on this chart, according to current physical theory. Of them the first 10 are now recognized on the basis of either direct or indirect experimental evidence. The remaining five are believed to exist for compelling theoretical reasons.

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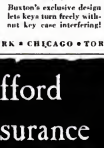
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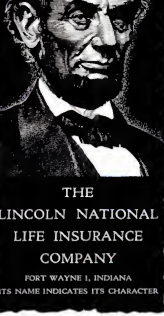
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posed. In subsequent studies over a period of years Oppenheimer developed detailed and well-authenticated theories of the mechanics of positron production in nature.

Oppenheimer's role in the discovery of the meson is somewhat similar, in that he bridged the gap between the first theoretical suggestion that such a particle might exist—put forth in 1935 by the Japanese physicist Hideki Yukawa—and the ensuing detection of the first meson, again by Anderson, in 1937. Yukawa had proposed that a particle of intermediate mass (several hundred times greater than that of an electron, but only 1/10 that of a proton) might lie hidden in the nuclei of atoms and might indeed be a key to the mysterious forces that bind the nucleus together. His views were quite speculative and received little attention in the Western world at that time. Meanwhile Oppenheimer's research in cosmic-ray showers was leading him to the conviction that the "hard" or penetrating component of cosmic rays (which had been detected deep in mine shafts and as much as a mile below the surface of the sea) must be something entirely different from the electrons, positrons and gamma rays whose role in these showers he had thoroughly explored and described. Gradually he concluded that this hard component was something hitherto unknown to physics, and his calculations seemed to indicate that it must be a particle of intermediate mass such as Yukawa had described. Not many months later Anderson caught its tracks on a photographic plate. Thereafter and until his work was interrupted by the war, Oppenheimer devoted most of his investigative efforts to the study of mesons, their role in the atomic world and their possible relation to nuclear force. Today, in close partnership with Yukawa whom he recently brought to the Institute, he is pursuing these studies; for the nature of the force that slumbers in the heart of the atom and that, when released by man, can destroy a city offers the deepest and most urgent challenge to physics at the present time.

In addition to his development of positron and meson theory and his studies of the complex interplay of matter and energy in cosmic rays, Oppenheimer won a certain immortality in the lexicon of physics by explaining a phenomenon now known as the Oppenheimer-Phillips Effect. Experimentalists had been baffled by a peculiar thing that happened whenever they used deuterons (heavy hydrogen nuclei) to bombard the atoms of heavier elements. Somehow, as a result of collision or near-collision with the heavier atoms, the deuterons turned into simple hydrogen nuclei and the target atoms became radioactive. A hydrogen nucleus, as any high-school science student knows, is composed of nothing more than a single proton, while a deuteron contains a proton and a neutron. By theoretical methods which were later confirmed by experiment, Oppenheimer and his collaborator, Physicist Melba Phillips of California, were able to show that a deuteron, being loosely bound and unstable, surrenders its neutron on entering the field of a heavy nucleus; the heavy nucleus captures the stripped neutron and thereby itself becomes unstable and radioactive; and the remainder of the deuteron, being just a proton freed from its abnormal bond, survives as a nucleus of ordinary hydrogen.



AT ALAMOGORDO, scene of first bomb explosion, he inspects damage with General Groves.

Virtually every problem of the microcosm drew his attention at one time or another—the cold emission of electrons from metals, the collision properties of the various elementary particles, X-ray spectra, Alpha decay in radioactive elements, thermonuclear processes in the interior of stars. Paradoxically there was one subject which never particularly interested him: nuclear fission. His fame as a scientist was so great, however, that he was inevitably drawn into the first theoretical studies of the atomic bomb, and by the spring of 1942 he was engulfed in nuclear fission 24 hours a day. In March 1943 Major General L. R. Groves chose him as director of the Los Alamos Scientific Laboratory. He was then 38 years old.

Although the details of Oppenheimer's work at Los Alamos are still secret, there is no ambiguity about the measure of his contribution. He helped Groves select the site, recruited his colleagues and supervised the incipient operations of the initial cadre of 30 workers. In the next two years he built around this nucleus the biggest and most elaborate scientific establishment of all time. By July 1945, when the first bomb congealed the sands of Alamogordo, the



AT A SEMINAR, Oppenheimer chats informally with his students about new theories. "The gossip of scientists," he says, "is the lifeblood of physics."

high and lonely mesa at Los Alamos had become a city of 4,500, of whom many were distinguished scientists—among them Nobel prizewinners like Bohr, Fermi and Chadwick. To men like these Oppenheimer's reputation was well known, yet his breadth of scientific knowledge and insight continually astonished them. Oppenheimer's achievement was, however, catalytic and inventive rather than truly scientific, as he himself has repeatedly emphasized in pointing out that the bomb involved no new discoveries. A Los Alamos alumnus has declared, "The work certainly would have been completed without Oppenheimer, but it wouldn't have been done so soon. He was very close to being indispensable. You think someone else might have come along—but you never know." Probably the best evaluation of Oppenheimer's service was made by another atomic scientist who said simply, "The main decisions were made by Oppenheimer, and all proved to be correct."

"The physicists have known sin . . ."

LOS ALAMOS took its toll of his physical energies, for in the final phases of the work he slept but four hours a night. By the predawn of July 16, 1945, when the first bomb was raised to the test tower at Alamogordo, his weight had fallen from its normal 145 to 115 pounds. Above and beyond the fatigue he felt as he peered across the darkened desert that morning, he was beset by two complementary anxieties: he feared first that the bomb would not work; second he feared what would happen to the world if it did. And then when the great ball of fire rolled upward to the blinded stars, fragments of the *Bhagavad-Gita* flashed into his mind: "If the radiance of a thousand suns were to burst at once into the sky, that would be like the splendor of the Mighty One. . . . I am become death, the shatterer of worlds." And as the shock waves and sound waves hurled themselves furiously against the distant mountains, Oppenheimer knew that he and his co-workers had acquired a promethean burden they could never shed. "In some crude sense," he observed later, "which no vulgarity, no humor, no overstatement can quite extinguish, the physicists have known sin; and this is a knowledge which they cannot lose." These sentiments were no sudden by-product of the explosion's terror and fury. The moral problem adduced by their work had been debated by the Los Alamos scientists incessantly from the beginning. Oppenheimer once analyzed their ethical position in these words: "We thought that since atomic weapons *could* be realized they *must* be realized for the world to see, because they were the best argument that science could make for a new and more reasonable idea of relations between nations." Although Oppenheimer represented the idealist wing, who thought development of the bomb might lead to some good end, many of the physicists justified their work on purely empirical grounds. This "operational" standpoint was expressed bluntly by Oppenheimer's former teacher, Dr. Bridgman of Harvard, who pooh-poohed his famous student's feelings of guilt, declaring, "Scientists aren't responsible for the facts that are in nature. It's their job to find the facts. There's no sin connected with it—no morals. If anyone should have a sense of sin, it's God. He put the facts there."

Quite apart from all moral analyses, the overwhelming argument for the bomb, as Oppenheimer and his fellows saw it, lay in the great hard fact of war. At the inception of his work all Europe had fallen to the Germans, and much of the Pacific to the Japanese. "Our enemies appeared formidable, and the cause in which we were engaged seemed by no means assured of victory," Oppenheimer recalled

CONTINUED ON NEXT PAGE



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OPPENHEIMER CONTINUED

long afterward. "To us who were laymen in military affairs it seemed that no steps which might insure a victory to our arms should be left untaken; and the obvious deep-lying robust reason why we embarked on and pursued with vigor the development of the atomic bomb was because we saw in it one possible instrument for winning a war against formidable and ferocious enemies. It was only years later, when the war and the bomb project were both approaching their end, that we recognized that our work, whatever its other value, was probably not essential for victory; and even then we believed at the time that it might be essential for a prompt termination of the war and for making it possible to embark on the enormous works of reconstruction and of peace."

He leaves Los Alamos

SHORTLY after the war Oppenheimer resigned from Los Alamos, explaining he was a teacher and scientist, not an "armaments manufacturer." Yet he could not escape his creation. He had become, like it or not, spokesman for the troubled physicists of the nation, and as one newspaper called him, "America's No. 1 thinker on atomic energy." So although he tried to immerse himself again in academic duties at California and Cal Tech, the demands made on him by various branches of the government were so numerous that he found himself spending much of his time in the air between the West Coast and Washington. He served with advisory groups set up by the President and the War and State Departments to study the international implications of atomic energy; he was summoned to appear at congressional hearings, and he spent eight arduous weeks at work on the famed Acheson-Lilienthal report, of which he is credited by both Acheson and Lilienthal with being the chief architect and draftsman. Running through the thousands of words that Oppenheimer has written or uttered in oral testimony and speeches are certain recurrent strands of thought. Although history has trampled on some of his early hopes and proposals, his basic premises persist. One of these concerns the evils of secrecy and the closed mind. "Secrecy strikes at the very root of what science is and what it is for," he told the Los Alamos scientists only a few weeks after Hiroshima. "It is not good to be a scientist unless you think it is of the highest value to share your knowledge with anyone who is interested." As an example of the transcendent range of the scientific spirit, soaring above human barriers, he repeatedly cited the fact that shortly after the collapse of Japan he and his Los Alamos colleagues received a cable from Japanese physicists congratulating them on their "fine job" in effecting nuclear fission.

A second fundamental thesis that links Oppenheimer's official utterances is that atomic energy must be regarded in an affirmative rather than a negative light, as a force to be used constructively rather than one to be simply feared and enchained. Speaking of proposals for international control, he said in the fall of 1945, "I am somewhat discouraged by the limitations of the objective to the elimination of atomic weapons, and . . . this is interpreted as 'Let us go back to having a good clean war.' I think that if one solves the problem presented by the atomic bomb, one will have a pilot plant for solution of the problem of ending war." It was this far-reaching idea—that an international arrangement on atomic energy could be the foundation stone of a wider agreement leading to enduring peace—that shaped the philosophy of the Acheson-Lilienthal report. In the course of their weeks of concentrated deliberation Oppenheimer and his fellow committeemen considered and rejected as impractical all proposals for international supervision of armament plants and produced instead a plan for a supranational authority that would be entrusted with all aspects of the research, development and exploitation of atomic energy *for peaceful application* throughout the world.

To educate the country on the atomic facts of life, Oppenheimer made numerous public appearances between 1945 and 1947. In testifying before congressional committees he was eloquent and emphatic. Again and again he explained that the difference between the atomic bomb and other weapons is not merely quantitative but qualitative; there is no defense against an atomic bomb. Once, when asked to describe the "limitations" of the atomic bomb, he said, "The limitations lie in the fact that you don't want to be on the receiving end. If you ask, 'Can we make them more terrible?' the answer is yes. If you ask, 'Can we make a lot of them?' the answer is yes. If you ask, 'Can we make them terribly more terrible?' the answer is probably."

At length the conflict between his professional calling as a physicist and his sense of troubled responsibility for the atomic problem led him to resign his teaching posts at Cal and Cal Tech. In the year 1947 alone he made 15 transcontinental flights to Washington

CONTINUED ON PAGE 138

Who gets most of our customer's dollar?



1. The owners? No. Last year, Union Oil's stockholders got 10 million dollars in dividends from the company's operations. Divided among 36,120 preferred and common stockholders, this amounted to an average of $278 per owner.



2. The employees? Guess again. Union Oil's employees got 34¼ million dollars in salaries, wages and benefits out of the money the company took in. Divided among our employees, this amounted to an average of $4,600 apiece.



3. The tax collector? Right. Federal, State and other governmental agencies collected almost 47 million dollars from the money Union Oil Company took in during 1948—4 times as much as the owners got, 1/3 more than the employees got.



4. In the last analysis... that money was *yours*, not ours. For gasoline taxes alone added 25% to 40% to the price of Union Oil's 76 gasoline —depending on the tax rate in the community where you bought it. Wiping out all the profits paid to Union Oil owners in dividends, on the other hand, would have lowered the price of *our* petroleum products only ⅗¢ per gallon.



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'CHAP STICK' brings back the smile to those tender lips when fever or illness has made lips parched and sore. *'CHAP STICK' for every member of the family*



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and back. "It is impossible for me to live as I have been living this last winter—in airplanes," he said.

At Princeton, Oppenheimer has found a base that enables him to oscillate conveniently, with no air travel, between his research and his duties with the U.S. and U.N. Atomic Energy Commissions. Within the red-brick and cream-trimmed Colonial walls of the Institute, Oppenheimer pursues his scientific studies in company with some of the world's greatest theorists, and in his seminars, which he conducts three times a week, guides and counsels some of the world's brightest young research scholars. No "teaching" in the formal sense of the word takes place. Owing to his love of communication, Oppenheimer meets his group more often than any other member of the faculty. "The young physicists," Dr. Walter Stewart, famed economist at the Institute, told a friend recently, "are beyond all doubt the noisiest, rowdiest, most active and most intellectually alert group we have here. For them the world changes every week and they are simply delighted by it. A few days ago I asked one of them, as they came bursting out of a seminar, 'How did it go?' 'Wonderful!' he said. 'Everything we knew about physics last week isn't true!'"

Over and above the pleasant fellowship of distinguished associates Oppenheimer, as director of the Institute, enjoys certain material assets. Olden Manor, the house that goes with his job, is a spacious 18th Century farmhouse with bright rooms and big fireplaces. Here, several evenings a week, he and his wife Kitty entertain members of the Institute staff, neighbors from the faculty of Princeton and transient guests from New York, Washington and abroad. Adjoining one wall of the manor is a greenhouse where Mrs. Oppenheimer exercises her green thumb. Stretching away to east and south, level vistas of greensward provide an almost boundless playground for the Oppenheimer children, Peter, 8, and Toni, 4. In these tranquil purlieus Oppenheimer finds a grateful complement to the anxieties with which he dwells. For in the last 18 months he has felt profound discouragement at the deterioration of the high hopes he had entertained for the exploitation of atomic energy in an open world. Now, he concedes, the aspiration embodied in the Acheson-Lilienthal report is a "dead duck." Nor does he think the news that Russia now has an atomic bomb is likely to restore it to life.

Science and freedom

ONE afternoon not long ago Oppenheimer looked back at the experience of the atomic energy problem and drew from it some inferences for the future. Observing that scientific discoveries inevitably affect man's life not only in a material sense but in matters of the spirit as well, he pointed out that Jefferson and other progenitors of American democracy were well aware of the role of science in furthering human enlightenment: "They knew that, in the large, science had flourished in conditions of human freedom, and that its growth had paralleled the growth of democratic institutions. Today we can be even more sure of this. We have seen not only the inspiring example of science and democracy flourishing together but tragic examples of their foundering together.

"There must be no barriers to freedom of inquiry," he continued. "There is no place for dogma in science. The scientist is free, and must be free to ask any question, to doubt any assertion, to seek for any evidence, to correct any errors. Our political life is also predicated on openness. We know that the only way to avoid error is to detect it and that the only way to detect it is to be free to inquire. And we know that as long as men are free to ask what they must, free to say what they think, free to think what they will, freedom can never be lost, and science can never regress.

"If we are to have a future in which all people are to live together and to work together in the same world, at peace, men must be able to understand one another. They must be able to communicate with each other without barriers, without coercion and without fear. We must have an open world and we must have men with open minds. Free and open minds are the precondition for resolving in the world of practice the basic issues that science uncovers and creates. They are the precondition of democracy. They are the precondition of a lasting peace."

As he discourses, Oppenheimer stalks the floor of his office, pipe in hand, his face intent and mobile. He talks rapidly and without hesitation or syntactical flaws. And as often happens in the course of his disquisitions on virtually any subject, he returns in the end to the idea of complementarity.

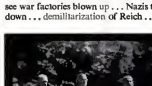
"We are gradually coming," he said, "to a critical awareness of the fact that it is much harder to tell the truth than we like to think. It is difficult even to be candid unless one has a vast community of experience and knowledge in terms of which to talk. In politics the

CONTINUED ON PAGE 138

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great actions and the great men are those that reveal the relations and harmony between views, generalizations and ideals which superficially appear neither compatible nor relevant. There is surely need for this today in coping with the question of the role of the individual in society—whether the individual is an instrument of society or an end of society. Neither the human soul as something to be saved nor man as a part of society can be ignored; it is not easy to consider these two concepts without some sense that each complements the other.

"We have been alerted to this kind of duality by our experience in science. In exploring new parts of the world we come upon wonders which cause us to erect a new image of what the world is like. And every once in a while we come across phenomena that look back reproachfully at the man who is studying them and cause him to ask whether his way of thinking about things is entirely straight. That is what happened in atomic physics; and these experiences give to physicists a certain sense of humility as to the power of human thought, as to things that are built into it by accident and by custom—these mark him with a little modesty before unfamiliar problems."

One of his colleagues at the Institute has pointed out that in his own individuality and way of life Oppenheimer encompasses two antithetic but complementary natures—the man of science and the man of affairs, creator and administrator, introvert and exponent. Of his manifold activities, however, the one that gives him the fullest measure of satisfaction, the one he considers his *real* calling is exploration. From his vantage point at the farthest outpost of science the technical problems of harnessing atomic power offer less of a challenge than the newer and deeper problems involved in exploring the elusive particles inside the atom. "The feasibility of deriving virtually unlimited amounts of power from controlled nuclear reactors seems nearly certain," he says, "and realization of plants to demonstrate the advantages and limitations of such power does not seem, from the point of view of technical effort, remote." But this task is not for him, and it sometimes troubles him that Americans, dazzled by the success of the organized and subsidized scientists who produced the atomic bomb, may expect immediate results from current federal support of pure basic research. For the true scientific process is a slow one. "If the work in fundamental physics is being supported in order to get bigger and better sources of atomic energy in the near future," he says, "the people supporting it are almost certainly going to be fooled."

Yet in the same way that things which emerged from the mists beyond human knowledge half a century ago finally produced the new age of atomic energy, so the pioneering of today's physicists in the recondite domain of elementary particles may ultimately change men's lives. Pure science and technology are not antagonistic but in the long perspective of history reveal themselves to be mutually fructifying, complementary. "Everything you find," says Oppenheimer, "turns up in a gadget—someday."



MRS. OPPENHEIMER, who holds degree in mycology, tends rare plants in greenhouse at Olden Manor while Peter, Toni and Dr. Oppenheimer look on.

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ON WAY TO TRACK Horseplayer Blakey (*center*) sits in solitary concentration, poring over past performances, odds and jockeys.



STILL STUDYING, he steps off the train, heedless of peril to life and limb.



TIPSHEET is bought by Blakey at track entrance. Like many buyers, he glanced at it only once, paid no attention to its advice.

Life Goes to the $2 Window

The dream: to pick eight winners and make a fortune. The results: well, ponder the case of Robert Blakey



IN PADDOCK Blakey decides he still likes No. 9 in the second race. In common with most betters he seems a little nervous and distrustful when he gets too near the beasts.



LAST-MINUTE SPRINT propels Blakey to window just in time to get a bet down. Like all serious fans, he waits for final odds before doing what he planned to do anyway.



GOOD-LUCK OFFERING to Salvation Army is part of better's ritual.



AT BETTING WINDOW Blakey invests his first $2 on the 11–9 combination in daily double. No. 11 horse promptly lost for him.



AFTER FIRST RACE Blakey goes back to his scholarly perusal of the form sheet. Woman steals glance at his handicapping figures.

The hope that springs eternal in the horseplayer's breast sprang like a frightened gazelle beneath the knit vest of Robert K. Blakey, a Baltimore printer, on the afternoon of Sept. 24, when the fall racing season began at nearby Laurel Park. Leaving at home his wife and two grown children, who have never learned what a noble thing it is to improve the breed, Blakey enthusiastically bought a $1.35 round-trip ticket on the race train and jumped aboard with a *Daily Racing Form* in his hands, $25 in his wallet and visions of boxcar mutuels and a five-figure daily double in his head. Having further armed himself with a tipsheet and a good-luck contribution to charity, he gaily went to do battle with the mutuel machines (*above*). In the second race he nearly got a 7–to–1 shot home (*below*), but from that point on things went from bad to worse and he began to suspect that this was not his day after all. At the end of seven races he had yet to pick a winner or cash a ticket. The eighth and final race (*p. 142*) found him badly shaken but—since horseplayers never say die—still in there trying.



IT'S A PHOTO FINISH—and Blakey turns away in the joyous conviction that No. 9 has won. This was the only time all day that he deviated from the veteran horseplayer's code. He should have known, as the lights on the result board informed him a few moments later, that whenever there is a photo finish it is always the other horse that wins.

CONTINUED ON NEXT PAGE

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AFTER SEVEN LOSERS Horseplayer Blakey has lost faith in his handicapping and decides to string along with fan (*right*) who brags of four winners.



DAY'S LAST BET is made at show window by Blakey, who played earlier races on the nose. His friend says Puritan is a cinch, but he takes no chances.



"COME ON, PURITAN!" yell the two buddies. But something has gone radically wrong with the friend's calculations. Puritan finishes a dismal ninth.

CONTINUED ON PAGE 145

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of HEADACHE
NEURALGIA
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The way thousands of physicians and dentists recommend

Anacin® relieves headache, neuralgia, neuritis pain fast because Anacin is like a doctor's prescription — that is, it contains not just one, but a combination of medically proven, active ingredients in easy-to-take tablet form. Thousands have been introduced to Anacin through their own dentist or physician. If you have never used Anacin, try it yourself for incredibly fast, long-lasting relief from pain. Don't wait. Buy Anacin today.



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"SCRAM!"
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Fashion wonders! Value standouts! The top style selections of millions of women. Made on Naturalizer's famous combination lasts for smooth fit and walking ease. Soft, supple calf. Fine, velvety suedes. Wonderful values at Naturalizer prices! See the Treasure Chest selection your local Naturalizer retailer is featuring now. Naturalizer Division, Brown Shoe Company, St. Louis.

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THE LONG TRIP HOME starts with a disconsolate Blakey on rear train platform getting a breath of air and muttering to himself about his hard luck. Train behind is for luckier players who had tickets to cash after the final race.



PEACE OFFERING, a box of candy bought with his last dollar bill, is carried by Blakey as he waits for a streetcar to take him home from station. He hopes it will help his wife forget he has spent $20 in bets and $4.20 in expenses.

Never neglect a cut finger



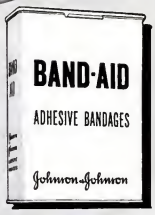
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Bridgeport, Conn., switched to Calvert for its finer flavor.



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Detroit, Mich., found Calvert by far the best of the blends.

Actor, Artist, Picture Taker—



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Brooklyn, N. Y., joined the big switch because of Calvert's value.



MAX H. MAYER
Milwaukee, Wisc., chose Calvert for its smoother, milder taste.



MAX PLAKE
Dallas, Texas, switched because Calvert is uniformly smoother.

Furrier, Foreman, Oyster Raker—



SAMMY CORENSON
San Francisco, Calif., prefers Calvert for quality and value.



FREDERICK J. ROACH
Los Alamos, N. M., says Calvert always makes mellower drinks.



TED LESTER
Anaagansett, L. I., N. Y. agrees Calvert is today's best buy.

Whatever you do — You'll say it too —

It's Smart to Switch to Calvert



Lighter...Smoother...Tastes Better

BLENDED WHISKEY — 86.8 PROOF — 65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS CORP., N.Y.C.



THE OBLIGING GARROWAY SUSPENDS STAGE-PROP CLOUD OF SPUN GLASS

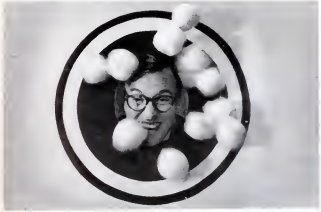
PROP MAN AT LARGE

Dave Garroway show borrows from Chinese opera

As the youngest lively art, television borrows unashamedly from stage, screen and radio; it has thought up few techniques of its own. But a variety show called *Garroway at Large* (NBC-TV, Sun. 10 p.m. E.S.T.) achieves an air of newness by borrowing from an old art form, the Chinese opera, whose property man works on stage in full view of the audience, which pretends he isn't there. Nobody can ignore Dave Garroway, a Chicago master of ceremonies who holds clouds (*above*), fixes lights, fills in with the band and generally acts as the mote in the camera's eye. An ex-NBC page boy, Garroway makes $65,000 a year as a radio disc jockey and a TV m.c. His frankly experimental TV show is not always as funny as he thinks but already has several imitators.



AS ATMOSPHERIC BACKGROUND FOR HIS BLUES SINGER, CONNIE RUSSELL



BASEBALL BARRAGE of cotton balls is hurled at Dave by his cast after he slurs last-place Chicago Cubs. It fails to wipe the fiendish grin off his face.

CONTINUED ON NEXT PAGE

Salesman, Singer, Stevedore—



BOB DEMPSEY
Columbus, Ohio, is sold on the extra mildness of Calvert.



GEORGE McQUEEN
New Orleans, La., sings Calvert's praises for taste and value.



WALTER CONNOR
Savannah, Ga., now knows that Calvert tastes better every time.

Buyer, Builder, Realtor—



JOHN WEEKS
Elizabeth, N. J., switched when he found Calvert a better buy.



JOHN McGILL
Omaha, Nebr., switched because Calvert is finer, better blended.



ERNEST A. ANDERSON
Chotham, N. J., likes Calvert in cocktails for its rich mellowness.

Barber, Broker, Editor—



GEORGE PLOETZ
Minneapolis, Minn., switched to Calvert years ago; is glad he did.



MAX M. ADELMAN
East St. Louis, Ill., says every moderate man should switch, too.



NED E. WILLIAMS
Chicago, Ill., found Calvert tops for lighter, milder drinks.

Whoever you are—
(In store or bar)

It's Smart to Switch to Calvert



Lighter...Smoother...Tastes Better

BLENDED WHISKEY — 86.8 PROOF — 65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS CORP., N.Y.C.



Have hobby fun

— cut cost of home repairs . . . with *New* Delta® Homecraft Saw-Jointer

Low-cost combination unit does most home-shop jobs

Two of the most versatile and popular Delta Homecraft Power Tools, mounted on a single steel stand, operated by one motor—and offered at a real money-saving price!

This new combination unit fits any shop. It occupies floor space of only 25¼ inches by 28¼ inches. The husky 8-inch tilting-table circular saw cuts stock up to 2¼ inches thick and rips to the center of a 15-inch panel. The 4-inch jointer enables you to plane easily, accurately, and quickly. Fence tilts 45° to right and left.

Delta Homecraft Power Tools are rugged and precision-built, safe, dependable, and trouble-free — with built-in accuracy. Thousands are in daily use, giving complete satisfaction.

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plus motor and switch cord.

Price subject to change without notice.

POWER TOOL DIVISION
Rockwell Manufacturing Company
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"How to Start Your Home Workshop"

Page after page of ideas, tips, and pictures to help you in planning and getting started. Tells about shop location, lighting, hand tools, etc., etc.

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By the makers of famous Delta-Milwaukee tools — widely used in industry, commerce, and schools.

ALL SHOWS HAVE GAG ENDINGS



SHOWS CLOSE with "This comes from Chicago. . . ." Garroway here adds "where, unlike Hollywood, one can trust his friends," and turns, knife in back.



"COAXIAL CABLE" is chopped by Dave at end of another show. Audience next sees a fade-out of Dave holding the frayed cable ends, then a flash of light.

A A ..."tastes its age"

Now America's largest-selling
full 5 year old
straight Kentucky bourbon

Ancient Age



The whiskey with Age in its flavor!

Every drop *straight*. Every drop *Kentucky*. Every drop *bourbon*. Every drop patiently aged for 5 full years. Every drop evenly matured...and uniform...from sip to sip... from bottle to bottle. Ask for "double A"...get *double value*.

Straight bourbon whiskey. 86 proof. Ancient Age Distilling Co., Frankfort, Ky. © 1949 ANCIENT AGE DISTILLING CO.

30-DAY TEST REVEALED

Not one single case of throat irritation due to smoking CAMELS!

Yes, Camels are SO MILD that in a coast-to-coast test of hundreds of men and women who smoked Camels—and *only* Camels—for 30 consecutive days, noted throat specialists, making weekly examinations, reported NOT ONE SINGLE CASE of THROAT IRRITATION due to smoking CAMELS!



R. J. Reynolds Tob. Co., Winston-Salem, N. C.



MAKE YOUR OWN 30-DAY TEST— IN YOUR "T-ZONE"!

Over and beyond the reports of noted throat specialists on Camel mildness, the final judge is *you*. Change to Camels for 30 days. Compare them in your "T-Zone". See if you don't find Camels the *mildest, best-tasting* cigarette you ever smoked!



"I MADE MY OWN 30-Day Test and here's what I have to report—Camels are the *mildest* cigarette I ever smoked!" Mrs. Catherine D. Brown, housewife.



JACK SCOTT, field rifle shot: "That good Camel flavor hits the mark with me every time! And I've always found Camels agree with my throat."



HAT DESIGNER Mary Goodfellow: "My test of Camels dates back years, not days! Camel mildness is no news to me. And Camels are such a good-tasting smoke!"

"How Mild can a cigarette be?"

Wherever men and women gather for a smoke, the question comes up—"How mild can a cigarette be?" The answer comes from thousands who've made the 30-Day Test and who *know*. They say: "Smoke Camels and *see!*"





"I CHANGED TO CAMELS for 30 days. Now I know how mild a cigarette can be! And for flavor—well, Camels sure suit me to a 'T'!" Commercial diver Jack Trehan.



MITZI RILEY, rodeo rider: "Smoking Camels for 30 days was all the proof I needed that Camel is the brand for me! I'll take a cool, mild Camel every time."



RADIO ENGINEER William Waterbury: "The doctors' reports prompted me to make my own 30-Day Test. For a mild, great-tasting cigarette—Camel!"



According to a Nationwide survey:

MORE DOCTORS SMOKE CAMELS than any other cigarette!

Doctors smoke for pleasure, too! And when three leading independent research organizations asked 113,597 doctors what cigarette they smoked, the brand named most was Camel!